



ZAIN ALAM

Engineering Manager

AWS Certified Cloud Practitioner ([link](#))

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CORE EXPERTISE

- Expertise in scalable systems, team leadership, and SaaS products.
- Hands-on experience in multiple tech stacks and DevOps Operations & Project Management.
- System design and optimization for high-traffic websites & apps.
- Proven track record of delivering innovative, high-quality solutions on time.
- Optimized workflows and increased efficiency for diverse teams.
- Mentoring startups and guiding them in technical execution and business strategy.

PROFESSIONAL EXPERIENCE

WAWCD AI - ENGINEERING MANAGER

OCT 2025 - PRESENT



Engineering Manager at Spadasoft, leading architecture, development, and scaling of WAWCD, an AI powered WhatsApp customer engagement and automation platform. Responsible for driving product strategy, managing cross functional engineering teams, designing scalable messaging and AI automation systems, and delivering high performance SaaS features used by global businesses. Focused on improving product reliability, automation capabilities.

Key Contributions

- Established engineering roadmaps, sprint planning processes, and delivery frameworks to improve release predictability and team velocity
- Led technical decision making for AI adoption, automation frameworks, and platform scalability initiatives
- Coordinated with enterprise clients to translate business requirements into technical solutions and platform enhancements
- Implemented monitoring, logging, and incident response processes to strengthen system stability and uptime
- Supported go to market initiatives by assisting in solution positioning, feature demonstrations, and technical consultations

WIZFY - SOFTWARE ARCHITECT

AUG 2024 - SEPTEMBER 2025



At Wizfy, I lead products architecture, development and DevOps teams to deliver scalable, high-performance solutions. My role spans from defining technical strategies to managing day-to-day project execution, ensuring products meet business goals with

efficiency and quality.

Key Projects & Responsibilities

- **FieldForceGO** – Leading the development of a field operations management platform, implementing SOPs, optimizing workflows, and ensuring scalability for enterprise-grade usage.
 - **N8N & NOCODB Automation Workflow:**
 - **Social Media Scheduling & AI Content Automation** – Built an n8n-powered system for multi-platform content scheduling, posting, integrated with NocoDB as the central content hub, and enhanced with AI/LLM models for automated content generation.
 - **Cold Email Outreach & Sales Pipeline Automation** – Developed a complete lead generation and outreach workflow in n8n using NocoDB and Gmail, enabling automated lead capture, enrichment, personalized email sequencing, and followup notifications.
 - **AI-Driven SEO & Topical Mapping** – Created an advanced SEO tool that uses AI/LLM models to generate topical clusters and keyword maps, improving SEO strategy efficiency and reducing manual research time.
 - **PageFox.io** – Developed an advanced SEO platform that uses AI to generate topical clusters and keyword maps, improving SEO content strategies and reducing manual research time.
- **Tech Stack:** *Python, Laravel, MySQL, Angular, n8n, NocoDB, Gmail API, Multiple LLM Models including OpenAI API, Hugging Face Transformers, BeautifulSoup4, Pandas, NLTK, BERTopic, Streamlit*
- **DevOps:** *VPS, AWS, Jenkins CI/CD Pipelines, Docker, Dokploy, OpenWebUI, Ollama*
- **Documentation:** *Jira, Confluence, Figma for design & prototyping, and API Documentation in Swagger.*

BRAMERZ DIGITAL - CHIEF TECHNOLOGY OFFICER

JUN 2010 - JUL 2024

 As CTO at Bramerz Digital, I led the development of flagship products like *Publishrr* and *Fishry*, which scaled to handle high-traffic publishing and e-commerce platforms. I managed cross-functional teams across development, DevOps, and design, implemented best practices in system architecture, optimized server performance, and oversaw both web and mobile projects. My leadership included end-to-end project planning, resource and risk management, KPI/OKR alignment, code audits, conflict resolution, and team mentorship, ensuring scalable, efficient, and business-aligned solutions.

Projects

Publishrr: I developed a high-performance publishing system for high-traffic websites using multiple caching technologies. Used Jira and Confluence for project management and documentation, and Figma for prototyping and design. All major Pakistani newspapers are on this platform.

- **Key Accomplishment:** *Achieved a 30 million page view/month throughput. Reduced server costs by optimizing query performance and caching layers. Increased website traffic by multiple folds.*
- **Tech Stack:** *PHP, MySQL, CodeIgniter, and Angular with Ionic Framework.*
API: Facebook API, Twitter API, and Google Analytics API.

DevOps: Git CI/CD pipelines, Jenkins, Linux, Docker, VPS/Dedicated Server, Varnish Cache, Redis Cache, Memcache, APC, and xCache for optimizing performance.

Documentation: Confluence, Figma for design, Jira for project management & Confluence for documentation.

Fishry: Led the development and scaling of a SaaS e-commerce platform, integrating payment gateways and shipping solutions, overseeing architecture, development, and team delivery.

- **Key Accomplishments:** *I successfully managed high-profile clients, including KFC, managing over 40 orders per minute, and optimized the platform to handle flash sale traffic surges for leading clothing brands, ensuring seamless performance and scalability.*
- **Tech Stack:** *Node, Angular, Azure, AWS Services, Docker, MySQL, MongoDB. SendGrid, MailChimp, Stripe, PayPal, Shipping Gateways, and Git CI/CD pipelines. Facebook API, Twitter API, Google Analytics API, Jira for project management, Confluence for documentation.*

TokenPicks: I developed a crypto analytics app for crypto traders, which gives users market updates and timely AI-driven cryptocurrency coin signals.

- **Key Accomplishments:** *I designed advanced AI tools, empowering users to make informed trading decisions, leading to a 20% increase in successful trades reported by users.*
- **Tech Stack:** *Python, FastAPI, React Native, OpenAI API, Llama, Custom Agents.*

Corporate Projects: I successfully delivered projects for leading brands such as Unilever, FrieslandCampina, and Nestlé. My responsibilities included managing teams, overseeing CI/CD pipelines, developing hybrid mobile solutions using Ionic and React Native, and leading the creation of WordPress websites for multiple clients.

- **Key Accomplishments:** *Delivered high-quality solutions for top-tier brands, contributing to an increase in client retention and recurring project opportunities.*
- **Tech Stack:** *Python, FastAPI, PHP, Laravel, CodeIgniter, MariaDB, Angular, TypeScript, Jenkins, Ionic, React Native, and Flutter.*

HRM System: We build HRM and utilize advanced AI technologies, including OpenAI API and Llama Vision LLM, to automate resource management and streamline HR processes for enhanced efficiency and decision-making.

- **Key Accomplishments:** *I helped the HR department save 40% of time by automating candidate shortlisting and filtering based on specific HR criteria.*
- **Tech Stack:** *PHP, MYSQL, Laravel, OpenAI API, Llama Vision LLM*

E-commerce Shopify & WordPress Solutions: Developed and optimized multiple Shopify stores, enhancing user experience and streamlining e-commerce operations.

- **Key Accomplishments:** *40% improvement in sales conversion rates. Optimized the store's performance, providing faster load times and seamless navigation for end-users.*
- **Tech Stack:** *Shopify, APIs*

BITWORDS MEDIA LLC - SENIOR SOFTWARE ENGINEER

MAY 2009 - JUN 2010



I served as a Senior Software Engineer, overseeing the design and architecture of web applications. Played a key role in developing Bit-cart, an e-commerce shopping cart system, by integrating multiple APIs, including PayPal, Authorize.net, LinkShare, Commission Junction, and DataFeedFiles. Delivered scalable and efficient solutions while ensuring seamless third-party API integration to enhance product functionality.

BEACONHOUSE (HEAD OFFICE) - SOFTWARE ENGINEER

JAN 2009 - MAY 2009



I worked as a Software Engineer at Beaconhouse, where I developed modules for Inventory Management, HRM, Student Registration, and Student Fee Processing. Gained hands-on experience in application development, leveraging PHP and Oracle to deliver reliable and efficient solutions tailored to organizational needs.

HASHE COMPUTER SOLUTIONS - SOFTWARE ENGINEER

DEC 2007 - JAN 2009



I started my career at Hashe, where I developed the Vehicle Management Application, powering multiple websites and showcasing expertise in PHP/MySQL with the CodeIgniter framework. Additionally, I contributed to the creation of the PHP Code Generator, a tool designed to accelerate the development of admin screens, significantly improving development efficiency and productivity.

EDUCATION



BACHELOR OF COMPUTER SCIENCE (HONORS)

National College of Business Administration & Economics

2004 - 2007



INTERMEDIATE IN COMPUTER SCIENCES

Punjab College of Information Technology

2001 - 2003



MATRIC

Beaconhouse School System

1999 - 2001

PERSONAL PROJECTS

- **DealWorkflow.com - CRM App** - Developed a secure and intuitive CRM for real estate agents, acting as a personal digital diary for managing clients, deals, and transactions.
Tech Stack: PHP, MySQL, Ionic, APIs, Android, iOS
- **zain.pk** - I manage my blog on zain.pk and also work with my Raspberry Pi for different types of automation.
Tech Stack: WordPress, Raspberry Pi, Debian, Ubuntu, PiHole
- **Shopify AI Agents** - Developed AI Agents for stores to recommend products via chat and answer questions from the current knowledge base of the e-commerce website documents.
Tech Stack: Python, PHP, MySQL, APIs.

REFERENCES

- Badar Khushnood - Director, Bramerz Digital / xGoogle Country Head | [+923008486070](tel:+923008486070)
- Zeeshan Saleem - CEO, Bramerz Digital | [+923224450577](tel:+923224450577)