

Alex Ajdari

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www.Arnoosh.com

SUMMARY

- **A Solution Architect Technologist** - Passionate, results driven and experienced digital thinking and solutions architect.
- Successful track record of solving business problems by digital technology solutions.
- Proven record of successful Digital solution consulting (road mapping/blueprinting) for huge brands. (Nestle, HP, Nokia,...)

Technology Expertise: Responsible for solution-ing large scale ERP, CRM, SCM, CMS, and Demand Generation, e-Commerce, Analytics, Search and Portal projects.

Specialties: Agile Project management, Digital Marketing Metrics Definition, Website Design and Development, Business Development, Web Content Management, Analyst Relations, Product Management and Development, Staff Development, Strategic Planning, Vendor Selection & Analysis, Account Management, Marketing Automation, Web Analytics, Project Management

Technical Skills

Software:	Sitecore 6.0 – 8.0, SharePoint 2007,2010,2013, Dynamics AX 2012
Languages:	Visual Studio .Net, C#, VB.Net ,C++, Object C,
Web Technologies:	ASP.NET, PHP, ASP, AJAX, SOAP, WCF, XML, XSLT, IIS, Active X
Web Scripting:	XHTML, JavaScript, JQuery, VBScript, CSS
Database:	MS SQL Server, MYSQL, PL/SQL, Big Data, Mongo DB, XDb

EXPERIENCE

Moneris Solution Company, Toronto

www.moneris.com

Moneris is Canada's leader in Point of Sale payment processing for debit and credit cards. It is sister company of RBC and BMO.

Mar2008-Now

IT Consultant System Architect / Sr System Analyst

- * Analysis, planning and implementation of web content management solutions, specializing in Sharepoint2013 and Sitecore 6.0 - 8.0 platforms. Launched numerous CMS-managed websites incorporating personalization, search, web analytics, faceted navigation, system integration, single sign-on, complex customizations and content authoring requirements.
- * Lead a team of SharePoint expert to migrate a multi-server Sharepoint 2010 Environment from a Stand Alone SQL Server to Clustered SQL Server Sharepoint 2013 environment with workflow farm and separate Search servers.
- * Key role player of Dynamics AX 2012 R3 Planning/implementation/post-implementation support,
- * Helping marketing to create digital Macro/Micro campaigns and lead generation with DMS and pass it to CRM" Customer Relations Management"

- * Architected the hosting environments to support 99.99% uptime.
- * Working with IT to providing change management plan for any changing on the sites.
- * Proactively communicate and collaborate with external and internal stakeholders to analyze company Application Architect.
- * Responsible for leading overall strategy, implementation and workflow of the Digital Asset Management system specially social media properties.
- * Gathering business requirements, mapping them to technology, managing projects end to end. Developing proof-of-concepts and prototypes

GRFE web Solution Company, Toronto
www.GRFE.com

Jul 2007 - Feb2008 IT Manager

- * My experience spans the entire project life cycle, from blueprint requirements fact finding, analysis and design, development, installation and configuration, customer training and junior developer training and support.
- * Evaluated CMS like DNN, PHPNuke, Joomla, Sitecore, Ektron, Reddot, wordpress
- * Designed template and developed interanet/extranet with Sharepoint & CMS from scratch with dynamic structure.
- * Developed SOAP/REST web services to pass XML data to other Application.
- * Designed, tested, installed and evaluated CRM systems for different projects
- * Reviewed and evaluated project's milestones
- * Prepared technical reports for each projects for CEO
- * Maintained multiple website projects, time and cost estimates, and technically support more than 45 Windows and Linux Servers
- * Coordinated different B2B website technical requirements
- * Prepared web hosting, mail server, windows media server and encoder
- * Team lead of **Microsoft.NET** and PHP development teams
- * Performed application problem recognition, trouble shooting and resolve problems

Jump TV, Toronto
http://www.Jumptv.com

Jan2007-Jun 2007 Channels Admin

- * Maintaining more than 300 channels over 80 countries with more than 30000 subscribers on IPTV
- * Monitoring more than 120 windows servers all around the world
- * Maintaining more than 10 Gb bandwidth from 7 ISP
- * Troubleshooting and resolving network problems
- * Designing, testing, installing and monitoring IPTV with WMS

Eworks digital section of Publicis, Dubai
http://www.Eworks.ws

Aug2004-May2006 IT Manager/Team Lead

- * Used **Microsoft .NET** and SQL Server technology as the major tool used in the applications developing lift cycle, design, develop, test , QA, Implimentation , Support
- * Customized international web solutions focused on web based applications, dynamic applications, CRM, CMS Solutions and application service providing.
- * Implemented ticketing system by share point server.
- * Managed Web Server and Mail Server in North America data center.
- * Contributed to establish an IT Department with excellent skilled people in the Web Development field.
- * Generated new ideas to run marketing campaigns on the web and in international market with the help of other available media specially for (Nokia, Nestle and HP).
- * Converted existing company into fully computerized organization with fully automated information system Accounts, Inventory, Payroll, HR.

- * Helped to outsource current IT projects to reputed IT companies locally or at international level and managing teams virtually.
- * Defined scopes of the projects, clarify the system specifications, understand their work
- * Maintained the liaison with staff at all levels of an organization.
- * Defined software, hardware and network requirements.
- * Presented solutions in written or verbal reports
- * Prepared documentation and presented progress reports for customer

STES Co, Tehran
<http://www.stes-group.com>,

Aug2003-Sep2004 Software Developer

- * Fully Automated SCM Application Service Provider System based on four different applications integrated with each other. Having FTP Agent, LAN Based Backend Processing System, Middle Layer for Administration and Front End.
- * Developed E-Commerce Solutions using PHP/MYSQL with Apache Web Server on LINUX platform.
- * Developed a client/server CRM system in VISUAL BASIC / SQL Server under windows platform
- * Developed Portal Single signon applications using ASP.NET / IIS / SQL Server / Visual Interdev / Front Page
- * Developed web site architecture and determined hardware and software requirements
- * Organized information for inclusion, designed layout and flow of the web site
- * Optimized Internet to identify global clients for outsourced interactive business services
- * Maintained more than 150 websites 24/7/365

Parhoon Co., Tehran
<http://www.parhoon.net>

Jan1999-Aug2003 Developer/ Team lead

- * Responsible for more than 150 share hosting users in windows2000 server platform
- * Maintained 20 Dedicated servers in 2 datacenter
- * Responsible for the training of new staff members and purchasing of computer equipment required by the department.
- * Responsible for administration and maintenance of Network running Windows NT connecting 20 computers
- * **Developed** and **Integrated** different financial database systems like accounting, general store inventory, raw material inventory, finished goods inventory, sales, purchase, payroll, provident fund accounting, fixed assets maintenance, shares register maintenance, MIS reports

EDUCATIONAL QUALIFICATIONS:

- MSc IT Management , 2005
- B.Sc. Computer Engineer (Software) , 1999

CERTIFICATIONS:

- Dynamics Ax 2012 R3 technical support, 2015
- Project Management Professional (PMP)® Exam Prep, 2014
- Advanced SharePoint developer certification, 2013
- iPhone and iPad development, 2012
- Windows Azure developer, 2012
- Core SharePoint developer certification, 2011
- Sitecore developer certification , 2010
- Project Management, 2005