

MUHAMMAD SAAD FAROOQ

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PROFESSIONAL SUMMARY

IT professional with 4 years of experience in Oracle APEX development, Oracle EBS reporting, and WordPress. Skilled in building reliable business applications and responsive, mobile-friendly websites. Experienced in integrating AI tools and WhatsApp Business API to help organizations automate daily operations. Strong problem solver with a focus on performance, security, and user experience. Seeking a role where I can apply my expertise in low-code development and web technologies to support business growth.

CORE COMPETENCIES

- **Enterprise Applications:** Oracle APEX, Oracle E-Business Suite (EBS) R12
- **Reporting:** Oracle Reports Builder (RDF), BI Publisher
- **Web Development:** WordPress, WooCommerce, HTML5, CSS3, Bootstrap, PHP
- **Database:** PL/SQL, SQL, Oracle Database 19c, Query Optimization
- **AI & APIs:** REST APIs, AI Tools, AI Assistant, WhatsApp Business API, Automation
- **Tools:** TOAD, PL/SQL Developer, SEO, Responsive Design

PROFESSIONAL EXPERIENCE

Oracle APEX Developer

Sep 2025 – Present

AI-Khair Foam Limited

Lahore, Punjab, Pakistan

- Develop and maintain Oracle APEX applications for sales, marketing, HR, and dairy management.
- Create reports, forms, and dashboards to support management decision-making.
- Write PL/SQL procedures, functions, packages, and triggers to handle business logic and data validation.
- Optimize SQL queries and database performance for large datasets.
- Apply Dynamic Actions and validations to improve usability and data accuracy.
- Configure LOVs, APEX collections, session state, and page processes for secure workflows.
- **AI Integration:** Connected AI tools to the Oracle database through REST APIs for smart data processing and predictive analysis.
- **WhatsApp Integration:** Integrated WhatsApp Business API with Oracle APEX to send automated notifications and real-time updates to customers.
- **Dairy Management Software:** Developed a complete Dairy Management System in Oracle APEX to manage milk production, animal health, feeding schedules, breeding cycles, and financial records.
- **AI Assistant in Dairy Software:** Integrated an AI Assistant within the dairy software that answers queries, predicts animal health risks, recommends feeding plans, and generates daily reports for farm managers.
- **Complaint Portal:** Developed a Complaint Portal in Oracle APEX where customers can submit complaints, track status, and receive updates via WhatsApp and email, while managers can monitor, assign, and resolve issues efficiently.

Software Engineer - Group MIS

Sep 2023 – Aug 2025

Sharif Group

Lahore, Punjab, Pakistan

- **Oracle EBS & Reporting:** Developed and enhanced over 20 reports using Oracle Reports Builder (RDF) and BI Publisher.
- Designed RDF reports with data models, queries, groups, and user parameters.
- Built XML data templates and RTF layouts using the BI Publisher Desktop plugin.
- Improved data extraction and query performance for large datasets using SQL and PL/SQL.
- Registered reports as Concurrent Programs in Oracle EBS with bursting and conditional formatting.

- **WordPress:** Developed and managed the Sharif Group website with a custom theme, fast loading, and SEO optimization.
- **Oracle APEX:** Built a CRM application to manage customers, leads, and sales activities.
- Created low-code web applications for HR, Procurement, and Career Portal to reduce manual work.

Web Developer

Oct 2022 – Sep 2023

Aziz Fatimah Medical & Dental College

Faisalabad, Punjab, Pakistan

- **Project: Official College Website – WordPress**
- Developed and managed the college website for academics, admissions, and general information.
- Created a custom, mobile-friendly theme using HTML5, CSS3, Bootstrap, and PHP.
- Added pages for programs, faculty profiles, online admission forms, and an event gallery.
- Improved the website for SEO, loading speed, and mobile compatibility.
- Enabled staff to easily update schedules, news, and announcements independently.
- Maintained site security through regular updates, backups, and plugin checks.

KEY PROJECTS

- **Dairy Management Software with AI Assistant** – Oracle APEX + AI Assistant | Al-Khair Foam Limited
- **Complaint Portal** – Oracle APEX + WhatsApp Integration | Al-Khair Foam Limited
- **Sales Track Application** – Oracle APEX | Al-Khair Foam Limited
- **SMS Marketing Application** – Oracle APEX | Al-Khair Foam Limited
- **Al-Khair Foam Career Portal** – Oracle APEX | Al-Khair Foam Limited
- **CRM Application** – Oracle APEX | Sharif Group
- **Sharif Group Corporate Website** – WordPress | Sharif Group

EDUCATION

Bachelor of Science in Software Engineering (BSSE)

Riphah International University, Faisalabad

2023

Intermediate (F.Sc. Pre-Engineering)

Board of Intermediate & Secondary Education, Faisalabad

2018

Matriculation

Board of Intermediate & Secondary Education, Faisalabad

2016

TECHNICAL SKILLS

- **Oracle:** Oracle APEX, Oracle Database 19c, Oracle EBS R12, Oracle Reports Builder 10g, BI Publisher, PL/SQL, SQL, TOAD, PL/SQL Developer
- **Web:** WordPress, WooCommerce, HTML5, CSS3, Bootstrap 5, PHP, Elementor, WPBakery, Gutenberg
- **AI & APIs:** REST APIs, AI Tools, AI Assistant, WhatsApp Business API, WhatsApp Cloud API, Automation, Predictive Analytics
- **Other Skills:** Responsive Design, SEO, Performance Tuning, Low-Code Development, APEX Security

LANGUAGES

- **English:** Conversational
- **Urdu:** Fluent