

# NAVEED AHMED MALIK

## COMPUTER SOFTWARE ENGINEERING

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### Career Objective:

Skilled Software Engineer with hands-on experience in full-stack development, automation, and web scraping. Eager to build scalable solutions using modern technologies like React and Node.js, and contribute to innovative, high-impact projects working in Agile/DevOps.

### Core Technical Skills

- **Frontend:** ReactJS, Vue.js, Nuxt.js, HTML5, CSS3, Bootstrap, jQuery
- **Backend:** Node.js, PHP (CodeIgniter), Python, .NET,
- **Auth:** JWT, OAuth2, PKI, CI/CD
- **Database & Search:** MySQL, PostgreSQL, Elasticsearch, Firebase
- **Automation & Web Scraping:** Puppeteer, Playwright, Selenium
- **Other Tools & OS:** Linux, Git, VS Code

### Professional Work Experience:

#### MCP Insight Pvt Ltd (United Kingdom) - Senior Software Developer

Mar 2022 - Present

- Manage and enhance multiple in-house products including MCP Shield, MCP Scanner, and MCP VeriAudit.
- Develop and maintain dashboards using Vue.js, React, and CodeIgniter.
- Design and implement automated data scraping pipelines across various platforms.
- Ensure efficient data extraction and storage using Elasticsearch (JSON format).
- Handle full-stack tasks from UI enhancements to backend logic and API integrations.
- Optimize performance, resolve bugs, and follow best coding practices for scalable, maintainable code.
- Conducted extensive testing to ensure reliability in high-load and remote environments.
- Design, develop, and maintain **scalable dashboards and user interfaces** using **Vue.js, React.js, and CodeIgniter**, ensuring responsive and intuitive user experiences.
- Architect and implement **automated web data scraping and crawling pipelines** using modern automation frameworks to collect large-scale, structured and unstructured data.

#### Apex Logics - Software Engineer

July 2019 – Mar 2022

- Developed responsive web UIs and dashboards using React and JavaScript.
- Integrated designs/wireframes into interactive frontend components.
- Built reusable libraries and data visualization tools.
- Monitored user interactions and optimized app performance across devices.
- Utilized tools like Git, Sigma, Adobe XD, and implemented secure authentication.
- Built **reusable component libraries and data visualization modules** to standardize UI development and improve development efficiency.
- Collaborated with designers, backend engineers, and stakeholders to deliver reliable, user-centric solutions under strict timelines.

### Education

- **Intermediate & Matriculation**, Cadet College Hasan Abdal Sep 2010 – Sep 2015
- **Bachelor of Computer Engineering**, National University of Sciences and Technology (NUST), Pakistan Sep 2015 – Jul 2019

## Professional Projects

### Social Listening:

- One of the projects involves collecting data from social media apps and sites.
- I was assigned the task of scrapping and collecting data from different sites and apps.
- Data collects different details; author, post, date of post, image/video url if used from different websites like Twitter, Facebook, LinkedIn, Quora, Pinterest etc.
- It provided the data for certain keywords.
- This data was transferred to an elastic search database from where it will be further used in the project.
- For this data, we have managed the dashboard, and we have to maintain the data daily and check if there are any issues.
- Ensured **daily data reliability and freshness** by monitoring scraping jobs, handling platform changes, and resolving data integrity or pipeline issues.

### MCP Shield:

- MCP SHIELD protects your brand and customers from mobile payment fraud, detecting unusual behavior and allowing you to decide whether to block a transaction or not.
- Utilizing cutting-edge technology – AI, machine learning and fraud intelligence – MCP SHIELD works in real-time to detect and enable the blocking of fraudulent payment transactions from malicious and suspicious traffic sources.
- With an intuitive analytics portal and a simple implementation process, MCP SHIELD detects unexpected changes and actions on your service landing or payment page. It determines whether a payment request is legitimate or fraudulent by monitoring the activity of the alleged consumer and by logging whether the consent is bot or human in a transaction assessment.
- It is a company product; however, I have also contributed to a lot of features.

### Social Media Marketing Automation:

- Designed and developed an end-to-end Social Media Marketing Automation platform to streamline campaign management across major social networks.
- Built intelligent bots for automated posting during marketing campaigns on Facebook, Instagram, and TikTok, enabling scheduled and trigger-based content delivery at scale.
- Integrated AI-driven content generation to auto-create captions, hashtags, and post variations tailored to each platform's audience and algorithm preferences.
- Implemented an AI-powered campaign manager that analyzes engagement metrics in real-time and dynamically adjusts posting schedules, frequency, and content strategy for maximum reach.
- Developed a centralized analytics dashboard providing cross-platform performance insights, audience sentiment analysis, and AI-generated recommendations for campaign optimization.
- Ensured compliance with platform API rate limits and terms of service, with automated retry logic and health monitoring to maintain 24/7 campaign uptime.

### MCP SCANNER

- MCP SCANNER monitors advertising campaigns for breaches of regulatory compliance and fraudulent activities.
- MCP SCANNER scans all digital media advertising channels to provide in-depth insights into the user journey: from the initial advertisement or social media post to the payment or subscription page.
- It also provides the latest competitive analysis via MCP TRENDS to help you benchmark your campaigns against your competitors' and to monitor market trends.
- Ensure regulatory responsibilities are met and protect brand and increase customer satisfaction.
- Identify fraudulent activities before they adversely impact the brands and review global market trends.
- Integrated **MCP Trends** analytics into the platform, enabling **competitive benchmarking**, market trend monitoring, and performance comparison against competitors.
- Ensured systems supported **brand protection and regulatory obligations**, helping clients identify risks early and improve customer trust and satisfaction.
- Optimized performance and data accuracy to support **global market analysis** across multiple regions and high data volumes.