

Muhammad Naveed Ul Hassan

AI Automation & IT Solutions Specialist

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PROFESSIONAL PROFILE

Master of Information Technology professional with experience across IT operations, digital marketing, AI automation and AI-assisted digital solutions. Hands-on experience designing practical business applications, SaaS platforms, management systems, POS/ERP solutions, Android applications, Chrome extensions and automation workflows. Experienced with WhatsApp Business Cloud API, Meta Developer Platform, n8n, webhooks, REST APIs, API integrations, GitHub, Supabase, Firebase and Vercel. Currently focused on AI automation, SaaS, web applications, business systems and practical digital solutions for international opportunities.

CORE EXPERTISE

AI Automation | WhatsApp Business Cloud API | SaaS & Business Systems
API Integrations | n8n & Webhooks | IT Operations
Web Applications | POS / ERP Systems | Digital Solutions

PROFESSIONAL EXPERIENCE

Independent AI & Digital Solutions Specialist

Self-Employed | 2025–Present

- Designing AI-assisted digital solutions, business applications and automation workflows for practical business use cases.
- Working on the Nexeta AI Marketing Suite and WhatsApp AI Automation & Customer Management System.
- Developing SaaS, web application, POS, ERP and management-system projects through AI-assisted development workflows.
- Working with WhatsApp Business Cloud API, Meta Developer Platform, n8n, webhooks and API integrations.
- Managing project repositories and organizing development projects through GitHub.

Digital Marketing Specialist

HAK Ideas | 2022–2025

- Managed social media activities and digital marketing campaigns for business and client requirements.
- Planned and managed Facebook advertising campaigns through Meta Ads Manager.
- Managed social media content, digital communication and email marketing campaigns.
- Applied emerging AI tools to improve marketing and business workflows.

IT Supervisor

SW Sugar Mills, Sillanwali | 2019–2022

- Supervised day-to-day IT-related operations and coordinated assigned workers.
- Managed workforce activities and supported smooth execution of operational tasks.
- Coordinated routine IT and administrative activities and supported staff technology requirements.

SELECTED PROJECTS

Nexeta AI Marketing Suite — AI-Powered SaaS Platform

- Designed and developed an AI-powered marketing platform for businesses, agencies, creators and digital marketers.
- Built AI-assisted workflows for advertising content, marketing copy, scripts, images and video content.
- Worked on SaaS functionality including authentication, dashboards, AI tools, templates, pricing and analytics.

WhatsApp AI Automation & Customer Management System

- Designed and implemented an AI-assisted WhatsApp automation solution for customer communication and support.
- Worked with WhatsApp Business Cloud API, Meta Developer Platform, webhooks and API integrations.
- Implemented customer-specific data management, conversation history, automated AI responses and order-related workflows.

AI Video Gen — AdVibe AI — AI Video & Advertising Generation Platform

- Developed an AI-focused workflow for creating marketing video and advertising content.
- Designed AI-assisted workflows for promotional content, scripts and visual assets.

Student Payment Verification System — Web-Based Payment Management & Verification

- Developed a web-based system for managing and verifying student payment submissions.
- Implemented centralized student and transaction records with administrative verification workflows.
- Supported payment workflows involving EasyPaisa, JazzCash and bank payments.

TECHNICAL SKILLS

AI & Generative AI: ChatGPT, Google Gemini, Claude, Grok, Google AI Studio, NotebookLM, LM Arena, Z.ai, Yupp.ai, Leonardo AI, Google Flow

AI Automation & Integrations: n8n, WhatsApp Business Cloud API, Meta Developer Platform, Webhooks, REST APIs, API Integration, AI Automation Workflows

Web & Application Development: HTML, CSS, JavaScript, Next.js, Node.js, PHP, VS Code, AI-Assisted Development

Databases, Backend & Cloud: MySQL, Supabase, Firebase, Vercel

SaaS & Business Systems: SaaS Management, ERP Systems, POS Systems, Business Management Systems

Mobile & Browser Applications: Android Studio, Android Application Development, APK Development, Chrome Extensions

Digital Marketing: Digital Marketing, Social Media Management, Meta Ads Manager, Facebook Business Suite, Facebook Advertising, Email Marketing

Design & CMS: Canva, Urdu Designer, WordPress

Version Control: GitHub, Repository Creation & Management, Project Organization

EDUCATION

Master of Information Technology (MIT) — NCBA&E, Lahore | 2018

Bachelor of Education (B.Ed) — Allama Iqbal Open University (AIOU) | 2017

Bachelor of Commerce (B.Com) — University of Sargodha | 2015

Intermediate in Commerce (I.Com) — FBISE | 2013

Matriculation — BISE Faisalabad | 2011

LANGUAGES

Urdu: Native Punjabi: Fluent English: Good

References available upon request.