MUHAMMAD ATHER IFTIKHAR (AtherIfti)

Technical Director | Business Operations | Systems Architecture

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PROFESSIONAL SUMMARY

Technical director and business operator with 6+ years of experience in enterprise infrastructure, full-stack development, live event production and organizational management. Directs operations at Iftii (SMC-Private) Limited. Has overseen 3,000+ technical projects for 500+ international clients, combining systems engineering, applied AI and business operations.

CORE SKILLS

Systems Architecture: Proxmox VE, high-availability clusters, Windows and Linux servers, zero-trust security, Cloudflare edge routing, Tailscale, VPNs, backups, distributed networks

Full-Stack Development: PHP, JavaScript, Rust, Lua, HTML, CSS, WordPress, Liquid, FiveM, custom game logic, Discord development

Applied AI: Generative AI integration, prompt engineering, workflow automation, software patching, operational pipeline optimization

Business and E-commerce: Business development, brand development, online store development, supply chain integration, digital marketing, client relations, project management

Live Production: Event management, tournament operations, broadcast engineering, live streaming, sponsor integration, team leadership

Digital Media: Video editing, graphic design, Premiere Pro, After Effects, Photoshop, CapCut, Canva, AutoCAD, Meta Ads, social media management

PROFESSIONAL EXPERIENCE

Iftii (SMC-Private) Limited | 2024 - Present

Technical Director | Business Operations

Selected portfolio projects below include ventures established before Iftii in 2024.

- Direct project delivery, business operations, client relationships and teams across technology services, e-commerce and live production.
- Integrate generative AI and advanced prompting into internal workflows to accelerate software patching and optimize operational processes.

Ruin Private Limited | Technology Services Project | Established 2022

- Direct web platform and custom game development for international clients; manage 5M Market, a FiveM asset project within the Ruin portfolio.

Ruin Esports and Ruin Roleplay II Asia | Gaming Projects | Launched 2025

- Launched an esports organization and a FiveM roleplay server for the Asian market. Oversee community engagement, server stability and monetization.

BagsBazaar.pk | E-commerce Brand Development Project | Launched 2025

- Developed and scaled the e-commerce brand, combining online store development, digital marketing and supply chain integration.

Nexiv Studio | Business Infrastructure Development Project

- Designed and developed the complete business infrastructure to support reliable day-to-day operations.

PROFESSIONAL EXPERIENCE CONTINUED

UD Staffing LLC | 2025

IT Infrastructure Consultant

- Designed and deployed the company's IT infrastructure, including secure data backups and remote access using Tailscale and VPNs.

XXL Marketing Solution GmbH | 2024 - 2025

Head of IT / System Administrator

- Led technical operations for an international marketing firm, maintaining 99.9% uptime for dedicated servers and system networks.

Network Specialist | Freelance / Consulting | 2020 - Present

- Managed infrastructure for 20+ companies. Design high-availability Proxmox VE clusters, implement zero-trust security and maintain Cloudflare edge routing for European and US clients.

PUBG Mobile Esports | Management | 2022 - Present

Project-based tournament management, technical production and live broadcast engineering:

- PUBG Mobile Global Open South Asia Season 1
- PUBG Mobile National Championship 2026
- PUBG Mobile Global Open Main Event Season 2 - International Event
- Production Manager, PUBG Mobile National Championship (2022): Managed technical production for the official national tournament.

Production Lead | Gamers Galaxy Season 2 | 2024

- Oversaw technical production operations for the esports event.

Tournament Project Lead | 2024

- Planned and delivered PMCGL Season 1 and the SMHZ PUBG Mobile Championship, managing tournament brackets, live streaming and sponsor integration.

FREELANCE EXPERIENCE

- Edit videos for international clients using Adobe Premiere Pro, After Effects and CapCut.
- Create graphic designs for clients and communities using Adobe Photoshop and Canva.
- Completed freelance FiveM development projects during 2020 - 2022.

EDUCATION

Bachelor of Business and IT (BBIT) | Virtual University of Pakistan | In Progress

Intermediate | Punjab Group of Colleges, Lahore

Matriculation | KIPS, Lahore

LANGUAGES

English - Professional proficiency | Urdu - Native

PERSONAL STATEMENT

Driven by a philosophy of constant improvement and relentless learning, I focus on becoming a better version of myself and a more valuable asset to my partners every single day.

Available for technical project management, business operations and systems architecture roles, and specialized consulting retainers. References available upon request.