

# Faisal Hassan

Web Development | Ecommerce | Digital Marketing

Address: Arlington, VA 22202

Email: [faisal.hassanx@gmail.com](mailto:faisal.hassanx@gmail.com)

Instagram: [@alpha.coder](https://www.instagram.com/alpha.coder)

LinkedIn: [faisalhassanx](https://www.linkedin.com/in/faisalhassanx)

## Professional Summary

Software Generalist with 5+ years of experience in web development, ecommerce development and digital marketing. Proficient in product development from concept to implementation, and taking client requirements to develop innovative products. Adept at adjusting work pace to satisfy evolving client needs. Experienced in working remotely and managing teams of offshore service providers and developers. Collaborative and decisive with strong communication and interpersonal skills. Previous experiences also include high involvement with multiple departments of online businesses including technical and customer support, graphic design, marketing and social media.

## Work Experience

### **Viral BLVD // Nov 2019 – Present // Director, Strategic Marketing**

- Identify trends and developments in the digital marketing industry.
- Coordinate influencer content for multiple social channels at key events.
- Track record of persistence and meeting aggressive sales and/or marketing goals.
- Led and managed a large outsource team including coders, user interface designers, project managers, writers, and PPC experts.
- Grew personal account to around 20k followers with an engagement rate of 7.5%.

### **Millennial BLVD // Apr 2016 - Present // Chief Executive Director**

- Built an ecommerce store with a custom designed theme.
- Setup integrations with third party apps for a seamless ecommerce experience.
- Contributed to the designs and content for the brand.
- Worked with 6 different sales channels to increase overall revenue.
- Provided training support to executives for positive outcomes along social channels.
- Designed graphic assets for products and social media.
- Managed social media channels with a consistent posting schedule and quality content to keep high levels of engagement.
- Contributed to customer support during peak hours of business.

**Dvlpr Stash // Jan 2016 - Mar 2018 // Shopify Developer**

- Setup an ecommerce store with a pre-designed template.
- Developed social media, online newsletters and other marketing tools.
- Contributed to social media influencer marketing campaigns.
- Managed 2 social media channels to collect pixel data for retargeting campaigns.
- Handled customer support via email, Messenger and Instagram.

**VZN Studios // Jul 2014 - Dec 2015// Project Development Manager**

- Directed the Software Development Life Cycle(SDLC) including requirements gathering, analysis, design, development, implementation, and deployment.
- Successfully managed a remote team of 13 web developers and designers.
- Advocated small and medium businesses to improve operations, become more efficient and profitable through the use of business intelligence, processes and technology.

**Education**

**Udacity //Sept 2019 - Present**

Certification: Digital Marketing Nanodegree

**App Academy Open //Oct 2019 - Present**

Certification: Software Engineering

**Harvard John A. Paulson School of Engineering and Applied Sciences // Jan 2011 - Dec 2014**

Certification: BSc, Computer Science

**American University in Dubai // Jan 2005 - Apr 2009**

Bachelors, International Business

**Skills**

Shopify // Ruby // Ruby on Rails // Javascript // Bootstrap // Git // Github // Unix // AWS // Project Management // Adobe Photoshop // Canva // Ecommerce // Digital Marketing // Social Media // Technical Customer Support // Sales

**References**

Available on request.