

Faisal Hassan

Web Development | eCommerce | Digital Marketing

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Professional Summary

Software Generalist with 4+ 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 experience includes high involvement with multiple departments of a startup including technical and customer support, sales, marketing and social media.

Work Experience

DVLPR Stash // Sept 2017 - Apr 2018

Shopify Developer

- Built an ecommerce store with a customized 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.
- Contributed to digital marketing efforts and paid ad campaigns on FB and Google.
- Designed graphic assets for products and social media with Canva and Photoshop.
- 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.

Posh Hunt // Jan 2016 - Mar 2018

Shopify Expert

- Setup an ecommerce store with a pre-designed template.
- Added products and optimized product images and descriptions.
- Worked with foreign vendors to ensure quality control of the products.

- Worked with 4 different sales channels to increase overall revenue.
- 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, testing 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

Epicodus // Jun 2015 - Nov 2015

Certification: Full Stack Web Development

CareerFoundry // Feb 2014 - Jun 2014

Certification: Web Development with Ruby on Rails

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.