

# HASSAN RAZA

## Growth Hacker & B2B Digital Marketer

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*I am a digital marketer and "Growth Hacker" along with deep interest in UI/UX, CRO, Data and machine learning. I have a growth hacking mind set and I am passionate about human centric design, conversion rate optimisation, data driven marketing and growth using Mar-Ops tools.*

*I am currently working as an independent consultant under USAID SMEA project in South Asian region by identifying and implementing technologies and growth strategies best suited for SMEs. Before that, I worked on growth initiatives for NCache (Texas) till 2020, achieving 4X growth. In 2016, I served with MTBC (New York) (US Based Healthcare IT Company) and helped my team to grow company revenue and achieved 15 million USD monthly revenue collections target. I also coached and trained Salesforce Developers team for ITROOS (Spain/Turkey). I have also served as Planning Engineer and Project Manager for Coca Cola Icecek, PepsiCo on accounts of Seronic (EPC Group) in 2013-2015.*

*I graduated with Electrical Engineering degree in 2011 with deep interest in software-based simulations, signal processing, powertrain design, internet of things and machine learning for better signal transmissions. I participated in JENESYS exchange program for SAARC Countries, Japan in 2010.*

### **CAREER SUMMARY:**

#### **January 2020 – Present**

#### **Independent Consultant, USAID SMEA Program**

- Strategy Management and Service Portfolio Management
- Marketing Mix Modelling and Human Centric Design Thinking Sessions
- Preparing Growth Plans across digital channels and utilizing paid media marketing (Google, Facebook and Instagram) for smart campaigns delivery
- Designing initiatives for growth for SMEs thru consultation sessions
- Utilizing available market data and financial data for coming up with growth experiments
- Running growth experiments across different stages of user journey and building feedback loops for sustainable delivery of competitive enhancement of SME teams

#### Key Projects:

- Launched Invoice Discounting Platform "Factority" by NKU in African region and developed partner ecosystem
- Expanded Growth Funnel for Risk Management tool "EXUS by Tech Access" in MENA region by delivering creative content, lead-generation and drip email automations
- Developed pitch decks, marketing materials and ran financial simulations for Dubai based food tech startup "jalebi.io"
- Helped SMEA program in delivering growth in surgical cluster in Sialkot thru multi-vendor e-commerce
- Made viral organic content for Instaenergy to raise awareness about solar finance thru local banks
- Optimized ROAS (Return on Ad-Spend) and enhanced it to 10+ for multiple e-commerce businesses (hinz.pk, thesoorat.com, rhizmall.pk)
- Implemented Klaviyo's Email Automations for beauty brand "vieve.co.uk"
- Utilized web-automation tools to build scrappers for gathering leads and insights into product pricing data from large platforms like amazon and Alibaba for sports group: brijx.com

#### **March 2018 – January 2020**

#### **Growth Hacker, NCache by Alachisoft**

- Collaborate with sales and technical marketing teams to implement account-based marketing strategies
- Define ICP (ideal customer persona) and their outreach plans
- Handle strategic partnerships with Microsoft, AWS and Google Cloud
- Conduct webinars and manage participations for lead-generation thru developer centric content
- Create demand by evangelism on key channels and platforms (Github, DZone, Stack Overflow)
- Manage Digital press relations and handle publications and placements (50+ PR partners)
- Discover and leverage new media channels to acquire new customers
- Manage content writers and network of influencers to deliver high quality thought leadership content
- Run A/B testing to improve conversion rates and reduce acquisition costs over time

#### Key Accomplishments:

- Interviewed, wrote, designed and published case studies of BNSF, BMW FS, DentalPlans.com, DOB Systems, Telenor Denmark and Chevron

- Researched and published multiple industry use cases (Telecommunication, Financial Services, e-Government and Healthcare) for NCache, in-memory distributed cache for .NET.
- Led the launch of critical initiatives that accelerated growth: Website Redesign, WordPress Implementation and Migration, Drip Emails & Nurturing campaigns, Influencer's look-alike retargeting campaigns, NCache Open-Source Community Development, Microsoft partnership, Lead scoring, Webinar content optimization and 3rd Party Publishers Advertising Management
- Performed Market analysis (TAM/SAM) and Competition Analysis to prioritize new features development for accelerating growth
- Conducted SERP and CPC analysis, defined revised keywords & SEO strategy leading to 2x improvement in customer acquisition from SEO/SEM channel

**July 2016 to December 2017****Sr. Manager Products, ITROOS Pvt. Ltd.**

- Discover and validate market problems (both existing and future customers)
- Seek new market opportunities by leveraging the company's distinctive competence
- Provide oversight of strategy, technical, and marketing aspects of all products in the portfolio
- Approve final marketing and go-to-market plans
- SCRUM Master and Integrator for new product portfolio development
- Responsible for Market Validation and User Personas

Key Accomplishments:

- Managed Company's Mobile World Congress Barcelona 2016 Campaign
- Key role in Mivatek and RocConnect Home Automation and IoT Products Partnership
- Redesigned architecture for multiple legacy products into a SaaS product
- Team-lead R&D for iBeacons for Location Based Advertising and Indoor Navigation
- Mobilized Teams and Delivered MVP to Coca Cola One Team Summit in record time

**January 2016 to June 2016****Project Manager, MTBC (Now Care Cloud)**

- Strategic Key Accounts Handling and analysis of customer base, validation of sales pipelines, Lead generation & marketing qualification
- Continuously track and measure performance and cost of strategy, utilizing online analytics and other tools.
- Collaborate with designers to develop creative content for the website, emails, landing pages, banners, and other types of content.
- Coordination with Operations Department for Practices training and guidance using Webinars/YouTube Marketing

**March 2015 to December 2015****Team Lead, Salesforce Developers, ITROOS**

- Delivered CCI's GPS (Growth, Performance, Success) app in Salesforce1 using Angular, Apache Cordova
- Built custom applications using the point-and-click capabilities of the platform
- Prepared BRDs (Business Requirement Documents) & use cases for Bridge Partners Consulting
- Explore Salesforce AppExchange opportunities and manage Salesforce ISV partnership
- Understanding Salesforce ecosystem and building Salesforce developers team
- Designed the training program for certification program for developer's and give them hands on experience on data model, user interface, business logic, and security features for custom applications at Salesforce PaaS

**January 2012 to February 2015****Planning Engineer, Seronic Group**

- IoT/M2M Related Business Case Studies, White Papers, Proposals, Market Research
- Configure, customize, develop and maintain CRM applications using Salesforce.com
- Achieve work deadlines maintaining development quality and standards
- Identifying, investigating, and analysing business processes, procedures and work practices.
- Taking responsibility for deploying technical solutions, such as creating visual force pages, triggers, web services, data migrations, deployment from sandbox to production etc.
- IoT Products and Projects Planning, BOM, BOQ, Scheduling, Evaluation, Auditing, Reporting.

## **EDUCATION:**

### **Founder Institute**

(2018) Islamabad Chapter

**About Program:** Enrolled on Scholarship at Founder Institute Cohort 3 at Islamabad Chapter's challenging and rigorous curriculum which provided with the structure, training, mentor feedback, global network, and lifetime of support to start an enduring company.

**Capstone Project:** Co-founded *WorkVibez*, focused to solve problem of dis-engaged employees, improving Employee Engagement and well-being using mobile first and context aware software solution for HR Managers. Piloted at Pepsi Islamabad and Telenor Microfinance bank.

### **Certified Digital Marketing Mastery Program**

(2015) Ryan Deiss, Digital Marketing Institute

**Key Subjects:** Content Marketing, Digital Media Strategy, Paid Traffic Customer Acquisition, Social and Community Mastery, Email Marketing Mastery

**Capstone Project:** Digital Media Strategy, Execution plan and Campaign design for Startup-O, Singapore based start-up accelerator.

### **Bachelors in Electrical Engineering**

(2007 - 2011) University of Engineering and Technology, Taxila

**Key Subjects:** Internet of Things, Smart Advertising, Digital Image Processing, VLSI, Digital Electronics, Computer Networks, Digital Communications, MATLAB, Simulink

**Final Year Project:** Simulating Low Density Parity Check Codes (LDPC) on Stanford University Interim (SUI) Channels

## **DISTINCTIONS & AWARDS**

- Winner Facebook Hackathon on Malnutrition 2019
- Top Social Innovator, Start-up Weekend by Google Venture 2014 (Team R-Fusion)
- Excellence Award by NCache leadership for successfully completing ABM initiatives 2019
- Author on DZone.com
- TEDx Community member, organizer and co-curator for TEDxIslamabad, TEDxRawalLake
- Keynote Speaker at WordCamp 2019, 2020

**References:** Available on request