

# WASFI HASSON

DIGITAL MARKETING & E-COMMERCE



## CONTACT ME

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- Malmö, Sweden



## EDUCATION

### COPENHAGEN SCHOOL OF DESIGN & TECHNOLOGY

BACHELOR OF ARTS, 2011-2013  
Digital Concept Development

### COPENHAGEN SCHOOL OF DESIGN & TECHNOLOGY

HIGHER NATIONAL DIPLOMA, 2009-2011  
Multi Media Design & Communication

 **GOOGLE - CERTIFICATION**  
BY GOOGLE - JAN 26 2024  
FOUNDATION OF DIGITAL MARKETING & E-COMMERCE



## LANGUAGE

- ENGLISH - FLUENT
- ARABIC - FLUENT
- SWEDISH - CONVERSATIONAL
- DANISH - CONVERSATIONAL

DRIVERS LICENCE - B



## ABOUT ME

Innovative and results-driven digital concept developer and e-commerce specialist with a passion for leveraging technology to create impactful marketing strategies. With a keen eye for emerging trends and consumer behavior, I excel in crafting innovative digital concepts that drive engagement and achieve business objectives. Backed by a solid foundation in digital marketing and e-commerce, I thrive in dynamic environments where creativity and strategic thinking converge to deliver exceptional results.



## JOB EXPERIENCE

### WEB DEVELOPER & SEO

Mar - Aug 2023

Skåne Startups / Malmö, Sweden

### SEO & DIGITAL MARKETING INTERN

Mar - Jun -2023

Global Commerce Media GmbH / New York, Remote

### DIGITAL CONSULTANT & FREELANCE

2013 -2022

Aden ApS / Copenhagen, Denmark

### DIGITAL MARKETING & COMMUNICATION MANAGER

Sep - Dec 2017

MUNmö (Model United Nations Malmö)

### PROJECT RESPONSIBLE

Feb - Dec 2014

Photography Philip Ørneborg

### SOCIAL MEDIA & GLOBAL CAMPAIGN INTERN

Sep 2012 - Feb 2013

World Diabetes Foundation



## SKILLS

Digital Marketing	<div style="width: 80%;"></div>	E-Commerce	<div style="width: 70%;"></div>
Website Design	<div style="width: 60%;"></div>	SEO, SEM	<div style="width: 85%;"></div>
HTML-S/CSS-3	<div style="width: 75%;"></div>	Adobe creative cloud	<div style="width: 90%;"></div>
CMS Platforms	<div style="width: 80%;"></div>	Project Management	<div style="width: 85%;"></div>
Microsoft Office	<div style="width: 90%;"></div>	Digital strategies & development	<div style="width: 80%;"></div>
Google analytics, Google AdWords	<div style="width: 70%;"></div>		



## HOBBIES

- COACHING YOUTH FOOTBALL TEAM, LT FF
- TRAVELING
- DOCUMENTARIES
- READING & TAKING ONLINE COURSES