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City center, Damascus, Syria

# AMER HASSANI

## ABOUT ME

A strategic operator with a founder's mentality and a history of delivering results. I specialize in building operational frameworks, leading cross-functional teams, and executing complex projects from concept to completion. My expertise lies in driving efficiency and ensuring seamless alignment between technical and commercial goals.

## EDUCATION

### Information Technology

### Information Systems and Data Networks

Syrian Virtual University (on going)

### Business Administration

### Human Resource Management

Syrian Virtual University

## CERTIFICATES

### Product Management Diploma

Alison

### Robotic Principles

Faculty of Mechanical and Electrical Engineering

## SKILLS

- **Product:** Lifecycle Management, MVP & Agile Development, Road mapping.
- **Commercial:** Go-to-Market Strategy, Partnerships, Negotiation, Sales.
- **Leadership:** Cross-Functional Team Leadership, Product Management.
- **Tools:** Notion, Toggle, Antigravity, Manus.

## LANGUAGE

- **Arabic** Native
- **English** Fluent

## REFERENCES

### Roduan Kareem Aldeen

madewithlove / Senior Software Engineer

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## EXPERIENCE

### Co-Founder & Product Manager Acting COO

Keturah Ai

- Built company operations from zero to a functional scale in a constrained environment.
- Owned end-to-end operational leadership across infrastructure, HR, finance coordination, procurement, internal systems, and delivery.
- Designed and activated a lean operating model, prioritizing capital efficiency, fast go-live decisions, and value-based spending; reduced projected setup costs by >70% through strategic scope control and vendor benchmarking.
- Implemented internal systems and governance for communication, documentation, and reporting (Notion, structured communication channels), laying the groundwork for future automation and scalable operations.
- Acted as strategic advisor to the CEO, translating vision into executable phases.
- Represented the company externally with partners and government entities, leading requirements gathering, MVP definition, and delivery for strategic initiatives.

### Co-Founder & Product Manager

Al-Maktb Online Automotive Marketplace

- Defined the product vision and roadmap, leading the development lifecycle to a successful MVP delivery within 2 months.
- Spearheaded marketplace operations, including dealer onboarding, listing verification, and establishing a scalable business model.
- Successfully negotiated and secured partnerships with multiple local car dealers, overcoming market skepticism and a low-adoption environment.
- Acted as the central coordinator between technical and commercial functions to ensure cohesive product execution.

### Marketing & Media Leader

Shaghalni Company

- **Leadership Progression:** Earned successive promotions based on performance, ultimately leading both marketing and media departments.
- **Digital Marketing:** Developed and executed digital marketing campaigns that significantly increased brand awareness and user acquisition.
- **Project Management:** Organized and managed major corporate conferences at prestigious venues (DamaRose Hotel, Sheraton Hotel, Damascus International Fair).
- **Partner Relations:** Coordinated with printers, radio stations, and TV channels to ensure the timely and high-quality execution of all media campaigns.

### Sales Representative

Al-Azzawi Cosmetic & Therapeutic Pharmaceutical Company

- Managed sales accounts for pharmacies in the central city sector.