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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

Shaghali 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.