

Hamza Kelani

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ACADEMIC BACKGROUND

Business Administration, Management Information Systems

August 2022 - July 2024

San Jose State University, San Jose, CA, 3.74

- Bachelor's Degree in Business Administration, BS
- Concentration on Management Information Systems
- Relevant course work: Introduction To Marketing, Business Information Systems, Managerial Accounting, Writing For Business Students, Business Ethics, Computer Tools for Business

Computer Science, (For Transfer)

August 2020 - July 2022

De Anza College, Cupertino, CA, 3.89

- Before switching focus towards Business, developed technical competency in a competitive environment
- Associate Degree (For Transfer)
- Relevant course work: Micro Economics, Macro Economics, Data Abstract & Structures, Intermediate Programming C++, Calculus II, Statistics, Introduction to Business

CAREER PROGRESSION

E-Commerce Shopper, Whole Foods - E-Commerce Shopper, Cupertino, CA

June 2022 - Present

- Manage 200+ product orders and ensure customer products are efficiently received in a timely manner.
- Analyze customer service assistance requests through a variety of communication platforms including Amazon Prime and various other AWS Messaging Platforms.
- Maintain completion rate of 50+ products per hour across 6+ months, ensuring efficiency to all affected processes.

Mojang Senior Internship, Partner - Senior Internship, Remote

November 2018 - November 2019

- Initiated company-wide platform switch and built foundation to sustain transfer across 3+ months.
- Took charge of market research across 2 platforms focused on maximizing efficiency throughout switching process.
- Saved company an estimated \$15,000+ across server hosting, licensing and miscellaneous fees thereafter.
- Educated and prepared peers regarding 10+ differences between previous and new systems prior to installation.

Mojang Social Media Internship, Partner - Internship, Remote

November 2017 - November 2018

- Created marketing content to share to an audience of 300,000+ followers across multiple age groups focused primarily on Facebook.
- Collaborated with co-workers to establish product release plans, holiday based marketing campaigns and 15+ product update releases.
- Guided team members across difficult challenges through tight deadlines and puzzling obstacles spanning 3+ months.
- Pioneered target audience research to properly engage 180,000+ twitter followers and reach out to potential customers.

RELEVANT SKILLS

Market Research, Dedicated, Deadline Driven, Flexible, Entrepreneurial, Effective Communication, Creative, Microsoft and Google Fluent (Office, Word, Powerpoint, Excel), Creative Thinking, Targeted Marketing, Professional Feedback, Keyword Knowledge (Advertisements), Understanding Trends

PROJECT EXPERIENCE

Social Media Growth Campaign, Personal Project

September 2022 - Present

- Led deep diving project into 3 business specific platforms and begin experimenting with platform provided tools (Salesforce, Slack, Social Media)
- Understanding advantages of platform-based algorithms and specific benefits for targeted marketing on 4+ individual platforms (Tik Tok, Twitter, Instagram Reels)
- Rallied knowledgeable peers in order to discuss improvements, groupthink, extend experience across 3+ backgrounds to enrich and become familiar with multiple industries (Computer Science, Marketing, Engineering)