

Hassan H. Hammoud
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PROFESSIONAL SUMMARY

Passionate and dedicated MBA graduate with a proven track record spanning generative AI development, prompt engineering, data analysis, digital marketing, project management, and general supervision. Highly experienced multimedia producer, creative writer, and business leader adept at translating insights into strategic decisions, blending analytical prowess with a flair for creativity across various writing styles. Proficient across various domains, skilled in training AI models spanning from data science to marketing competencies, all while maintaining the highest ethical standards. Recognized for forward-thinking leadership and innovative problem-solving abilities, I am a dynamic content creator and music producer with a strong online presence, having amassed over 1 million collective Spotify streams.

SKILLS

- Strategic Leadership
- Music Production
- Microsoft Suite
- Communications
- Marketing
- Prompt Engineering
- Video Editing
- Teamwork
- Animation Principles
- Social Media
- Technical Writing
- Graphic & Motion Design
- Creative Thinking
- Machine Learning
- 2D Art & Design
- Content Creation
- SEO & SEM
- Quality Control
- Artificial Intelligence
- 3D Art & Design
- Project Management
- Data Analysis
- Time Management
- Problem-solving
- Technological Literacy

WORK EXPERIENCE

AI Trainer & Prompt Engineer

[Oct 2023-July 2024]

Outlier AI- Remote

- Expert in comparing AI models and algorithms, along with ideal selection and parameter optimization to achieve optimal performance.
- Development of data and analytics applications, while applying AI techniques for practical use and implementation.
- Mastered complex machine learning algorithms and leveraged deep learning frameworks for model crafting and optimization.
- Compared machine learning models and algorithms, focusing on selection and parameter optimization for peak performance.
- Managed extensive datasets with efficiency, ensuring optimal performance.
- In-depth understanding of reinforcement learning, contributing to adaptive AI systems.
- Identified critical data sources and ensured comprehensive data quality for robust model validation.
- Proficient in data preprocessing, cleaning, and employing innovative feature engineering techniques.
- Expertly fine-tuned, optimized, and deployed models for real-world applications.
- Leveraged NLP techniques to develop advanced chatbots, demonstrating linguistic technology expertise.
- Developed data and analytics applications during generative AI training, showcasing real-world AI application proficiency.
- Innovated advanced training methods with comparative ML models.
- Extensive expertise in computer vision for robust solutions analyzing diverse data sources.
- In-depth knowledge of cloud platforms like Azure and Google Cloud for dynamic AI solutions.
- Committed to ethical AI practices, ensuring fairness and transparency.
- Fostered effective collaboration within cross-functional teams for seamless synergy between technical and creative expertise.

Operations and Marketing Manager

[July 2018-July 2023]

Salon Bellezza- Novi, MI

- Developed and executed strategic marketing campaigns to attract new clients and promote salon services.
- Managed social media accounts, creating engaging content to boost salon visibility and connect with potential clients.
- Hired, trained, scheduled, and supervised stylists and salon professionals.
- Ordered and tracked inventory, ensuring an adequate weekly supply to meet customer demand.
- Delivered excellent customer service, resolving complaints and concerns efficiently.
- Handled financial management, budgeting, expense tracking, and report generation.
- Maintained quality control to ensure all salon services met the highest standards.
- Launched ad campaigns with discounts and promotions to attract new clients and strengthen customer loyalty.
- Secured positive media coverage through website maintenance, social media updates, and SEO to enhance online presence.
- Analyzed customer data to identify trends and opportunities, creating targeted promotional offers and discounts.
- Managed multiple tasks and deadlines effectively, identifying and solving problems quickly and efficiently.

Executive Producer

[May 2016-Oct 2022]

Crown Seven Entertainment LLC- Taylor, MI

- Constructed short-term and long-term budgets for the public release of local music artists.
- Created professional compositions daily for music artists, video producers, and game developers, promoting new productions from a library of over 250 high-quality pieces.
- Discovered potential fan bases for artists by analyzing niche groups and targeting areas of high interest for effective marketing.
- Produced and composed diverse instrumental tracks weekly, managing studio social media to promote and sell exclusive rights.
- Coordinated private vocal coaching, assisted with lyrical writing, provided performance feedback, and mentored local artists.
- Built, designed, and maintained studio websites, updating information weekly and delivering newsletters to ensure consistent profit growth.
- Served as the liaison between investors and independent artists, generating funding for commercial projects and campaigns.

- Coordinated and managed all studio production functions, including recruiting talented artists, finalizing vocal arrangements, mixing and mastering tracks, selecting track lists, and assisting with instrumental compositions.
- Created original marketing advertisements to boost the studio's social media presence.
- Cultivated musical traits of independent artists into commercial production proposals, presenting content to publishing companies and PR firms.

Pediatric Behavioral Therapist

[July 2018-July 2020]

Gateway Pediatric Therapy- Dearborn, MI

- Provided direct behavioral treatment to autistic children, working one-on-one with patients aged 2 to 21.
- Implemented new targets noted by each patient's ABA, collaborating with technicians and therapists for personalized care.
- Ensured all assigned patients' medical documents were up-to-date, providing daily updates and detailed diagnostic reports.
- Met with parents after each session to summarize their child's progress and address any issues needing attention.
- Celebrated breakthroughs, such as a child's first spoken words, and recorded significant improvements across behavioral programs.
- Delivered unique and engaging treatment, using music therapy to encourage non-verbal patients to express themselves.
- Offered creative and stimulating treatment options, using positive reinforcement strategies like with incentivized rewards and breaks.
- Provided in-home behavioral therapy, offering specialized treatment in a comfortable setting.
- Assisted maladaptive patients in learning basic and fine motor skills essential for their development.

Intervention Specialist

[Aug 2016-June 2019]

Hamadeh Educational Services- Dearborn, MI

- Provided one-on-one counseling and daily teaching exercises to improve performance in academically challenged students.
- Offered immediate assistance during schedule changes or emergencies, including substitute teaching, long-term subbing, intervention work, office administration, and proctoring standardized tests.
- Developed stimulating lesson plans that boosted students' NWEA scores and led weekly faculty meetings to discuss innovative teaching methods.
- Created a system to enhance paraprofessional team effectiveness, focusing on small groups of students showing the most improvement monthly.
- Contributed to a positive work environment through pleasant interactions with students and faculty, and enriched the school's culture by showcasing class projects from pre-kindergarten to 2nd grade during parent-teacher conferences and open houses.
- Awarded the Exemplary Notable Achievement plaque for quality of work, positivity, punctuality, communication, parent involvement, and innovative thinking.

Music Producer/Composer

[Jan 2016-May 2019]

MusicForTV- Franklin, TN

- Created original soundtracks for placement in popular TV networks such as MTV, VH1, Oxygen, and HBO.
- Provided monthly submissions for various music projects, including drone, tension, and cinematic pieces.
- Assisted in editing and refining submissions from other producers and composers through comprehensive remixing and remastering.
- Extracted and isolated audio fragments and vocals as requested by TV producers, delivering high-quality remastered tracks and individual stems for future editing.
- Composed bespoke music tailored to specific scenes or themes, ensuring seamless integration with visual content.
- Collaborated closely with directors and producers to align musical elements with their creative vision, enhancing the overall production quality.
- Maintained an extensive library of ready-to-use compositions, enabling quick turnaround for urgent projects.
- Stayed updated on industry trends and emerging styles, incorporating innovative techniques to keep soundtracks fresh and relevant.

Video Producer/Editor

[Aug 2012-Sep 2016]

Oscar Productions- Dearborn, MI

- Created and developed multimedia content for various clients and selected optimal forms of media for video projects.
- Collaborated with the clients on a personal level to help promote stunning and captivating motion content.
- Reserved shooting locations for a wide range of video projects, and provided production schedules for clients in advance.
- Utilized various video editing and graphic design tools including Final Cut Pro, Adobe After Effects, and Animaker.
- Created and inserted motion graphics, archived project media, organized raw media and edited various sound files.
- Implemented original musical arrangements, sound effects, and subtle filters to produce awe-inspiring video arrangements.
- Directed camera crew and photographers to capture genuine moments of clients for several live events.
- Developed creative solutions to create new and innovative methods to produce and market new video content (including promotional reels, music videos, and multimedia campaigns).

EDUCATION

Master of Business Administration (MBA) in Marketing

Wayne State University- Detroit, MI [September 2018 to May 2023]

Bachelor's in Psychology

Wayne State University- Detroit, MI [September 2009 to August 2013]

Training program in Project Management

Pendaran Inc- Ann Arbor, MI [May 2023 to June 2023]

CERTIFICATIONS & AWARDS

- Inbound Marketing Certification
- Contextual Marketing Certification
- Service Hub Software Certification
- Digital Advertising Certification
- Digital Marketing Certification
- Content Marketing Certification
- Social Media Marketing Certification
- Big Data & Artificial Intelligence Certification
- Inbound Marketing Optimization Certification

– *Certified by Wayne State University* [Dec. 2023] –

• **Exemplary Notable Achievement Award:** For quality of work, positivity, punctuality, modeling positive communication, lending a hand, parent involvement, and thinking outside the box.

– *Awarded by Star International Academy* [March, 2017] –

OTHER

Music Publications

- <https://music.apple.com/us/artist/hass-hammoud/566359618>
- <https://open.spotify.com/artist/25kfYVunPkgk5U0up4UHwu>

Video Productions & Motion Designs:

- <https://www.youtube.com/watch?v=tXbexVohFbI>
- https://www.youtube.com/watch?v=1cJ2r_dWdIw
- <https://www.youtube.com/watch?v=ZhniYNqIsSw>
- https://www.youtube.com/watch?v=BPRc_P1mG9U
- https://drive.google.com/drive/folders/1ZlfvGmTCRLF43hsDp2O3gssNvtB-i9K_?usp=drive_link

Social Media:

- <https://linkedin.com/in/hammoud1001/>
- https://twitter.com/hass_hammoud?t=tB9cB0TmWZf-4PX-bjMEBw&s=09
- <https://hyperfollow.com/hasshammoud>
- <https://autumnayla.blogspot.com/>

REFERENCES

- **Wayne State University**
 - Main Line: (313) 577-4501
- **Salon Bellezza**
 - Main Line: (248) 380-8860
 - Billy D. (*Owner*): (313) 445-8210
- **Crown Seven Entertainment LLC**
 - Main Line: (313) 757-5712
 - Wally Beydoun (*Supervisor*): (313) 415-6399
- **Gateway Pediatric Therapy**
 - Main Line: (313) 406-5056
- **Oscar Productions**
 - Nasser W. (*Supervisor*): (313) 415-0505
- **Pendaran Inc.**
 - Dr. Nivi Hossein (*CEO*): (248) 505-6481