

KHALIL ABDELLAH

484-477-7161 • khalil.mktg@gmail.com • Philadelphia, PA 19151

[Portfolio](#) • [GitHub](#) • [LinkedIn](#) • [Twitter](#)

PROFILE

Recent marketing graduate with significant background in digital marketing, design, and finance. Currently enrolled in accelerated software development training program, and seeking to use the principles of user experience research, design, and web development to help e-learners of all ages absorb, evaluate, and retain new information. Ready to combine strategic and technical skills as a junior developer on a cutting-edge, collaborative software engineering team.

EDUCATION AND CERTIFICATIONS

CERTIFICATE IN SOFTWARE DEVELOPMENT | Expected 03/2021

Code Differently, Wilmington, DE

- Enrolled in intensive software development training program, with 20+ hours/week of instructor-led courses and lab exercises; completing biweekly collaborative pair-programming projects with small, dedicated teams
- Conceptual studies in computer science and software design, including Data Structures and Algorithms, General Layout and UI, Object-Oriented Programming, Unit Testing, and Web Accessibility and Compliance
- Languages and frameworks: CSS Grid, Semantic HTML, Flex, JavaScript, jQuery, Node.js, Express, and React.js

BACHELOR OF BUSINESS ADMINISTRATION | 08/2020

Temple University, Fox School of Business, Philadelphia, PA

- Majored in Marketing, with a minor in Finance
- Relevant Courses: Consumer & Buyer Behavior (User Experience Research), Customer Data Analytics, Financial Modeling, Security Analysis & Portfolio Management, Social Entrepreneurship, Statistical Business Analytics
- Completed domestic immersion program in Silicon Valley, focused on Fintech, Blockchain, and Cryptocurrencies

ADVANCED GOOGLE ANALYTICS CERTIFICATE | 06/2020

Google Analytics Academy

TECHNICAL SKILLS

Programming: React.js | Express.js | Python | Jupyter Notebook | Flask | HTML5 | JavaScript E6 | jQuery | Node.js | CSS3

Graphic and Web Design: Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD) | Figma | Canva

Web Content Management and Analytics: Google Analytics | ContentCal | Mailchimp | WordPress | Wix | Squarespace

Remote Collaboration and Project Management: Basecamp | Microsoft Office Suite | Notion | Roam | Slack | Zoom

PROJECTS

Available on [Github](#)

Pomodoro Timer & Habit Tracker: React.js | Hooks | Styled Components | React Markdown | MongoDB | GraphQL

Plastic Bag Propositions: Python | Pandas | Jupyter Notebook | Altair Data Visualization | Tableau

Pokédex Full-Stack App: Node.js | Express | Axios | CSS Flexbox & Grid

EXPERIENCE

BOOKKEEPER | 02/2011 – Present

International Tax Service, Bryn Mawr, PA

- Perform essential bookkeeping functions, including cash accounting and disbursement, expense tracking, ledger updates, and bank account reconciliations
- Research and resolve discrepancies; provide client reports

ADMINISTRATIVE AND SOCIAL MEDIA ASSISTANT | 11/2020 – Present

Indie-Life Media, Philadelphia, PA

- Created video assets for agency social media channels on a weekly basis, using Adobe After Effects
- Managed communications between creative agency and webinar participants
- Performed routine technical specification checks for webinars with 4-5 participants, including verification of internet speed, webcam resolution, audio quality, and lighting conditions

EXPERIENCE (CONTINUED)

MARKETING AND COPYWRITING INTERN | 06/2019 – 10/2019

Moonstone Arts Center, Philadelphia, PA

- Managed 3-4 social media platforms for two of the company's brands, building engagement through paid advertising and content marketing
- Developed and executed email marketing campaigns and social media content (2x/week) using Mailchimp
- Designed event flyers, poetry chapbook covers and email marketing assets using Adobe Creative Suite and Canva
- Worked with past Moonstone poetry contributors to revise and confirm promotional copy

CREATIVE DIRECTOR | 09/2018 – 05/2019

American Marketing Association, Temple University, Philadelphia, PA

- Assisted six corporate clients with rebranding: designing logos, developing social media posts, and writing copy
- Managed a creative team of 25; facilitated and organized communications between client account groups

WORKSHOP MENTOR | 08/2013 – 08/2017

Scholastic's Boys Write Now, Philadelphia, PA

- Documented Boys Write Now workshop (writing, art, and game coding for youth) through visual art; assisted with setup
- Mentored Boys Write Now participants in visual arts, comic drawing and storyboarding, poetry, and lyricism
- Collaborated with fellow mentors to create an engaging summer enrichment program curriculum for 20+ K-12 students

PROFESSIONAL SKILLS

Bookkeeping | Social Media Ads & Management | E-mail Marketing | Graphic Design Video Editing | Virtual Event Management | Interviewing | Transcription | Mediation | Client Communications

INTERESTS

EdTech | Civic Engagement | Cybersecurity and Privacy Data Visualization Journalism | Open Access Accessible 'Second Brain' Technologies | Creative Commons | Equitable Financial and Economic Systems Blockchain