Hanna Qadi

hannaqadi@gmail.com | Sacramento, CA | linkedin.com/in/hannaqadi

Summary

Detail-oriented web developer pivoting into digital marketing with a strong foundation in data analysis, user experience, and technical problem-solving. Certified in Google Ads, Google Analytics, and HubSpot, with a growing interest in leveraging data to inform marketing strategy and improve customer engagement. Eager to bring a technical mindset, adaptability, and collaborative spirit to a forward-thinking marketing team.

Skills

Marketing & Analytics Tools:
Google Analytics, Google Ads, HubSpot, Microsoft Office Suite, Microsoft Excel, Google Sheets, Asana, Jira, Canva, Figma, Adobe Creative Suite

Technical & Data Tools:
SQL, Python, JavaScript, HTML/CSS, React, Firebase, PostgreSQL, MongoDB, Git

Selected Experience

Mesmo | Software Engineer Contractor | 2024
Built the front-end interface for an AI-powered shopping app, collaborating cross-functionally with design and backend teams to align technical execution with product goals.
- Translated Figma designs into interactive, mobile-friendly components that improved product discoverability — driving a 25% increase in featured item click-throughs.
- Maintained clear and organized documentation to support smooth team collaboration and future development.
- Worked closely with non-technical stakeholders to translate product ideas into testable designs and interactive prototypes.

Bazar | Software Engineer Contractor | 2022
Led development of merchant inventory tools used daily by 500+ businesses, improving retention, operational efficiency, and merchant engagement.
- Partnered with product leads to scope features that aligned with customer needs and business growth goals.
- Contributed to team-wide architectural decisions to maintain clean, scalable systems with minimal tech debt.
- Facilitated feedback loops between engineering and customer support teams to identify and resolve usability friction points.

Specranks | Software Engineer Intern & Data Admin | 2019 – 2021
Modernized product data systems and customer-facing interfaces to improve engagement and operational speed.
- Reorganized and streamlined a database of 70K+ products, improving searchability and accuracy for internal and customer use.
- Refactored e-commerce pages to support performance improvements, SEO growth, and future A/B testing strategies.
- Introduced process improvements for handling product categorization and tracking, reducing team errors and manual work.

Certifications/Education

Google Ads Certified, Google Analytics Certified, HubSpot Inbound Marketing, HubSpot Introduction to Digital Marketing, Zero to Mastery Academy: Full-Stack Web Development, Sacramento City College: Web Developer