



Sheehan Toufiq

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Education

Georgia State University

Bachelor of Science, Computer Science: *Currently Enrolled*
Expected Graduation Date: May 2015

Employment History

Peach Belle, Atlanta, GA - <http://peachbelleboutique.com>

Advisor, August 2014 – Present

- Advised Founder on product branding, fashion merchandising, and importing.
- Developed ecommerce solution to handle online orders.

Eventluv, Atlanta, GA - <http://eventluv.com>

Founder, September 2013 – Present

- Built a minimum viable SaaS product to help event organizers with ticketing, promotion, and analytics.
- Ran marketing campaigns on Google Adwords to test validity of product.
- Worked with alpha testers to refine product.
- Helped clients set up prototype for their events.

Redwood Brands, Atlanta, GA

Founder & CEO, September 2012 – Present

- Sourced products and negotiated with foreign suppliers.
- Used arbitrage to take advantage of product price differences in various markets.
- Branded, imported, and sold products wholesale and direct to consumer by white labeling.
- Brought multiple ecommerce brands to profitability using affiliate marketing and white labeling.
- Set up, managed, and marketed multiple ecommerce platforms for generic and white label products.
- Developed in-house software and APIs to help streamline certain processes.

Face the Fans, Atlanta, GA

Development Intern, October 2011 – August 2012

- Assisted in the development of an online social game.
- Used open social APIs to build incentivized gamification techniques.
- Designed graphics, resources, and user experiences/interfaces.

Toufiq Media, LLC, Atlanta, GA

Founder & CEO, December 2008 – January 2012

- Freelanced graphics, web development, and custom software to local businesses, startups, and other clients.
- Helped clients build a following and make sales through social media marketing.
- Handled all accounting, preparing invoices, and service to clients.

Professional Skills

JavaScript: *Intermediate*, **Java:** *Intermediate*, **C++:** *Beginner*, **Linux & Unix Command Line:** *Intermediate*,
PHP: *Intermediate*, **HTML:** *Advanced*, **CSS:** *Intermediate*, **SQL:** *Intermediate*, **Photoshop:** *Intermediate*,
Python: *Intermediate*, **Spreadsheets:** *Intermediate*

Hobbies & Interests

- Learning
- Reading
- Programming
- Entrepreneurship
- Testing various business ideas.

References

Musaddeq Khan

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Peach Belle

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Troy Presley

Akamai Technologies, Face the Fans

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Dean Gebert

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