



WISSAM CHARAFEDDINE

OPTIMIZING EXPERT - EXECUTIVE

SUMMARY

Wissam Charafeddine is an Arab American Thinker, Activist, Author, Entrepreneur, Educator, and Engineer. He has a Masters's Degree in Software Engineering from the University of Michigan Dearborn and is an Optimization Expert at W Design and Development. He is also a Family and Community Engagement Liaison at HES Charter School District. He is a published poet, with three published works: The Opposite Swings, Climbing Leaves, and Pains. He is also the author of the Awaited Arab State, the awaited confederation project of the Arab World both the Arabic and English versions. Wissam is also a hyper-entrepreneur and a founder of multiple nonprofit organizations. In addition to his academic background, he has an extensive background in Islamic Studies and activism, Arabic history, and Arab identity.

EXPERIENCE

Founder and CEO

W Design and Development
March 2016 - Current

- Processes Optimization and Automation of School District. Developed a social media strategy to increase Community & Family Engagement
- Deployment of new electronic applications to achieve various goals of the department, & created an electronic hub for groups and associations.
- Created an automated "Assembly Line" for Web and Application Development through using various softwares, and taking advantage of freelance automation.




District Family Engagement & Community Liaison/ District Mentor & Trainer for Deans of Students

HES, Inc.

Jan 2008 - Current

- Assist in the formation and implementation of policies and procedures of Family Engagement and Student Code of Conduct in alignment with modern research and board and State regulations and guidelines.
- Facilitate, monitor, and evaluate resources to enhance Family and student engagement as to increase student achievement.
- Developed a social media strategy to increase Community & Family Engagement
- Researched, found, & implemented new electronic applications to achieve various goals of department, & created an electronic hub for Student Government.
- Establish safety policies & procedures in compliance with local, State, & Federal regulation.

CONTACT

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SKILLS

- Entrepreneurship
- Leadership
- Communication
- Blogging
- Strategic Planning
- Visual Presentations
- Public Speaking
- Sailing
- Leadership & Coaching
- Startup Grounds Up
- Blogging & Podcasting
- Event Planning
- Public Speaking
- Photography
- Videography

EXPERTISE

- Project Management (Agile)
- Customer Satisfaction
- Brand Development
- Web Optimization
- Social Media Marketing
- Automation & Optimization
- E-commerce/Fulfillment
- Team and Project Management
- Science and Social Issues Advocacy
- Youth Activism and Engagement
- Community Engagement & Recruitment



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EXPERIENCE CONTINUED

Founder and CEO

W Distributions LLC

Jan 2005 - March 2016

- Spearheaded the establishment, operation, executive administration, project management, and the development of a cellphone accessories and novelties distribution company to servicing around 3000 clients out of 7 distribution centers. Created all associated websites and optimized them.

Software Validation Engineer

Siemens Automotive

2000 - 2002

- Validation testing and trouble shooting of Central Security Module.
- Range and Environmental Stress testing of CSM and various related hardware components.

ENTREPRENEURIAL EXPERIENCE

Qargo Coffee Michigan - Nov 2021 - present

Partnered with Lavazza Coffee and Bindi Empowering entrepreneurs with the best coffee and desserts.

iCode Deaborn - June 2021 - present

The leader in onside computer science education K-12 and beyond.

W Design and Development - July 2016 - present

We are a group of artists, developers and marketing specialists who strive to make art-inspired technology that works for our clients and expands upon their mission.

The W Planner - Jan 2015 - present

Become the Super You through a comprehensive hand held productivity tool.

W Institute - July 2017 - July 2020

Education by the community to the community.

W Food and Vending - Jan 2015 - March 2016

Bringing healthy snacks to convenient stores, gas stations, and vending machines.

W Brands - Jan 2015 - March 2016

Bringing simple, meaningful, & minimalist fashion to convenient stores near you.

W Distributions LLC - July 2014 - March 2016

Uplifting and redesigning Gas Stations & C-Stores through innovative brands.

First Fleet X - Jan 2010 - March 2016

More than deliveries and partners in merchandising and marketing

First Wireless X - Jan 2005 - March 2016

Your success is our success ... through high leverage General Merch items

Real Life Productions - Jan 2002 - March 2005

Reproducing quality CD's and DVD's

NONPROFIT

Arab American Center for Culture and Arts

Cofounder & Board of Directors
2018 - Present

AINadwa Freethinking Society

Cofounder & Board of Directors
2019 - Present

Muslimish

Cofounder & Board of Directors
2013 - Present

Institute for Religious Studies, Humanities, and Dialogue

Cofounder & Board of Directors
2005-Present

Center for Inquiry

Board of Directors
2010 - 2015

Islamic House of Wisdom

Board of Directors
2002 - 2005

Amnesty International

Member
2004 - 2010

Boy Scouts of America

Muslims Scouts of Michigan
Cofounder
2000-2004

HOBBIES

- Soccer
- Judo
- Chess
- Reading
- Piano
- Guitar
- Sailing
- Art History
- Historical Tourism
- Water Color



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EDUCATION

- 2016-2016** **Front End Development Bootcamp - Grand Circus Company - Detroit MI**
Also Course Work in Design Using Photoshop and Illustrator
- 2002-2008** **Masters of Science, Software Engineering - University of Michigan - Dearborn MI**
Course Work also included Engineering Systems and Data Mining
- 2000-2001** **Bachelors of Science, Electrical and Computer Engineering - Wayne State University - Detroit MI**
Course Work also included a minor in English. GPA: 3.9
- 1998-2000** **Associates Degrees in Liberal Studies & Associate Degrees in Fine Arts - HFCC, Dearborn MI**
Honors Program

MEDIA

- 2019 - Present** **Arab Identity Program & Arab State Project**
A Media Program broadcasting video episodes, articles, and few social media sites that discusses Arab identity issues.
- 2020 - Present** **Arab Media Alliance**
An alliance of Arab and Arab American media organizations and personalities for the empowerment and preservation of Arab identity, culture, and arts.
- 2019 - Present** **Arab Humanists & Institute for Islamic Dialogue**
Facebook pages that promote Humanist philosophy among Arab communities, and dialogue among Muslim communities
- 2003 - Present** **Dearborn Blog**
A website that documents cultural and artistic opinions and programs taking place and coming from the city of Dearborn Michigan, or individuals who belong to Dearborn.

AFFILIATIONS

- Arab State Project**
Founder & Chairman
2021 - Present
- Freethinking Society**
Cofounder & Board of Trustees,
2019-Present
- Arab American Center for Culture and Arts**
Cofounder & Board of Directors,
2017-Present

PUBLICATIONS

- Opposite Swings
- Climbing Leaves
- Pains
- W Planner
- The Awaited Arab State
- الدولة العربية المنتظرة

APP EXPERTISE

- Zendesk/Zopim/Mailchimp
- Wix/Weebly/Wordpress
- Quickbooks/Xero
- Typeform/Docusign
- Adobe C5/ Canva
- Prezi/Keynote/MS PP
- MS Suite/Google Apps
- Getresponse/Rows
- IFTTT/ASANA/Zapier

LANGUAGES

- English
- Arabic
- French

TECHNICAL SKILLS

- Web Design and Development
- Project Management Software
- Live Broadcasting Applications
- JSON/Ajax/Task Runners/Node
- Google Analytics/Tags
- C/C++/JavaScript/AngularJS
- Python, PHP, Swift, SQL, Terminal
- HTML5 / CSS3 / Bootstrap
- English and Arabic Typing
- Translation English/Arabic
- Manual & Digital Photography

CREATIONS

- The W Planner
- Geobuzz
- Autoboard
- Dearborn Blog
- Dearborn Open Mic
- W Brands
- Bob On The Job
- Student Passport
- HESSGA.com

REFERENCE

Dr. Michael Lance
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