



WISSAM CHARAFEDDINE

OPTIMIZING EXPERT - EXECUTIVE

SUMMARY

Wissam Charafeddine is a corporate leader, a non-profit executive, and a business development expert who creates a significant change in any environment or community he works in. He has a Masters's Degree in Software Engineering from the University of Michigan and is an Optimization Expert at W Design & Development. He also has over 15 years of experience in Education focused on the role of Family & Community Engagement and School Systems on Student Achievement. He is a published poet, and an author of several works of non-fiction. Wissam is also a productivity coach, author of The W Planner, which is a self-development high-productivity tool. He is also a Secular Celebrant, founder of multiple nonprofit organizations and an expert on Arab & Islamic History and 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
- Created an automated "Assembly Line" for Web and Application Development and Social Media Marketing through the use of various softwares, and utilizing freelance automation.
- Business Development of the Qargo Coffee Franchise in the State of Michigan.




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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-  Livonia, Michigan, USA

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 Canton - 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

- Second Arab Congress**
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

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

APP EXPERTISE

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

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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HES Inc.
248-533-1984

Ali Charafeddine
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