

ZAHIN HASAN

✉ zahin.hasan@gmail.com | 📞 +1 (443) 445-0277 | 📍 Washington, DC | **in** [zahinhasan](#) | 🌐 [zahinhasan.com](#)

EXECUTIVE SUMMARY

I am a seasoned professional that began my journey as a Biomedical Engineer that, over time, sought to work more with people than devices. My career has since shifted to applying my technical expertise towards working in process improvement and business strategy as a consultant, then product management as a product analyst. At the same time, I have developed my leadership skills in managing marketing for a 501(c)3 nonprofit which works with over 300 volunteers and impacts over 9,000 students annually.

I am excited to bring these skills in product, strategy, operations, and marketing together to a high impact, product-driven or consulting environment.

PROFESSIONAL EXPERIENCE

CAQH

March 2019 – November 2020

Healthcare technology company that provides SaaS-based solutions to major health plans and healthcare providers nationwide
Senior Product Analyst, Lead Proposal Writer

- Led the cross-functional proposal process, including requesting/conducting initial research, review of opportunity and strategic analysis, coordinating proposal schedules and deadlines, developing project plans/timelines, writing all content, and adhering to proposal guidelines and organizational policies for each proposal response, valuing \$300K – 1M+ per opportunity
- Maintained RFP / RFI / RFQ / RFX response library for all company solutions and updated as needed, boosting company response rate by 300%
- Assessed the need for partnerships with other technology companies for solutions packaging in proposal responses and managed communications & task execution with partners
- Interviewed clients and participated in analysis of client-identified issues or problems, including identification of marketplace trends, issues, regulatory impact, and best practices
- Collaborated with sales team to understand customer requirements and participate in solution and product demonstrations to existing, new, and potential clients
- Provided SaaS product and project management support, including UX research, copywriting audits, competitive analysis, QA testing, and market and regulatory research
- Developed business cases and decks, using market research and SaaS product portfolio, for presenting to senior leadership

ABS Group

January 2018 – February 2019

Firm that provides consulting, risk management, and operations support to United States government agencies

Consultant

- Identified client's organizational processes and measurable performance objectives to provide strategic guidance to increase efficiency, facilitate knowledge transfer, and improve overall quality of process performance
- Created and designed business process designs and flowcharts using Microsoft Visio, built RASCI tables, and identified performance objectives, leading to an 800% increase in developed SOPs for client
- Led meetings with clients to discuss business processes, identify pain points, collect feedback, and provide recommendations to upper management with opportunities for improvement
- Created performance metrics, collected performance data, applied appropriate analytical methodologies and visualization techniques to demonstrate significant trends and inform decision making
- Supported U.S. governmental agencies, including the U.S. Department of Transportation, with process improvement and change management communications

Quest Diagnostics

March 2013 – April 2016

Major medical laboratory that provides medical sample analysis, diagnostic insights, and various services to hospitals and clinics

Biomedical Engineer

- Organize cross-functional teams among departments for laboratory-wide projects, training, and compliance meetings
 - Produce reports as needed using data collected from laboratory checks, department input, and inspections
 - Diagnosed the causes of electrical or mechanical malfunctions and failures of designed lab instruments
 - Performed calibration and electrical safety checks of various laboratory equipment
 - Repaired equipment as expeditiously as possible to minimize downtime of production equipment
 - Maintained accurate records of all corrective and preventive maintenance to satisfy licensing requirements
 - Revise and update SOPs according to federal and private regulatory inspection standards, including FDA, CAP, and NY State
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NONPROFIT EXPERIENCE

MIST**September 2011 – Present***Nonprofit 501(c)3 organization that hosts events for 8,000+ high school-aged youth in 16+ cities across the United States & Canada***Director of Marketing****February 2018 – Present**

- Lead team of 5 specialists in the execution of marketing programs from start to finish, driving collaboration with and supporting 300+ regional organizers, and establishing organizational standards for external communications
- Participate in organizer recruitment, assessment, training, and promotion activities (both within and outside marketing team)
- Extend organization's reach into new markets, including 2 new cities, and expand existing base by 1,000+ new attendees
- Gather analytics (including social media followers, engagement rates, email open and click-through rates, and Google Analytics) to optimize campaign targeting tactics and identify potential problems and opportunities with organization processes, logistics, and structure
- Train organization's marketing leaders in marketing strategy and bleeding edge social media tactics based on continuous strategy testing, including A/B & multivariate testing, data collection & analysis, and identifying trends to optimize ROI
- Reviews and applies analytical insights to maximize campaign performance for digital channels, such as web sites, social media, SEO, and email using benchmarks and campaign analytics
- Track and measure KPIs across the organization for further in-depth strategy at a regional level
- Conduct continuous marketing strategy testing, including A/B and multivariate testing, data collection and analysis, and identifying market trends to optimize ROI
- Provide technological solutions to address different aspects of annual tournaments (e.g. registration, scoring, etc.) through web applications, multimedia, or cloud-based document control

Brand Manager**May 2016 – February 2018**

- Established and directed organization's first standardized branding policy, including marketing procedures, copywriting, and asset management to maintain quality across organization's divisions and chapters

Senior Marketing Specialist**August 2012 – May 2016**

- Gathered analytics, metrics, and data reports (including social media followers, engagement rates, email open and click-through rates, and KPIs) to optimize campaign targeting tactics and identify potential opportunities with organization processes
- Wrote, edited, developed, produced, and optimized content for public relations and community management, including copywriting, social media posts (Facebook, Twitter, Snapchat, Instagram), email newsletters, and other content marketing tools
- Created long-range editorial calendars to identify timely pushes, thematic campaigns, and posting dates per content platform

Graphic Designer**September 2011 – August 2012**

- Designed assets to be used over all official communication and social media channels (including logo, headers, footers, letterheads, etc.)
 - Established strategy on how to best promote events and campaigns in the digital space using graphics
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EDUCATION

Oak Ridge Institute for Science and Education, Oak Ridge, TN**Fall 2017***Data Quality Fellowship with the U.S. Food and Drug Administration***University of Maryland Global Campus, Adelphi, MD****September 2014 – May 2016***Master of Science, Management with a Specialization in Interdisciplinary Studies***The George Washington University, Washington, DC****August 2008 – May 2012***Bachelor of Science, Biomedical Engineering with Secondary Fields in Biophysics and Psychology*

RELEVANT QUALIFICATIONS

Skills: Process Improvement, Product Management, Project Management, Documentation, Change Management, Business Analysis, Consulting, Copywriting, Video Production, Search Engine Optimization (SEO), Social Media (Facebook, Twitter, Instagram, YouTube, LinkedIn), Blogging, Content Strategy, Editing, Google Analytics, Email Marketing, CRM, CMS

Software: MS Office, MS Visio, MS Project, SharePoint, Office360, GSuite, Adobe Creative Suite (Photoshop, Lightroom, Premiere), Final Cut Pro, WordPress, Hootsuite, Salesforce, Discord

Certifications: Google Fundamentals of Digital Marketing

Personal: U.S. Citizenship, references available upon request