

JAVED “HijabMan”

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Skill Summary

Marketing / Media / Communication

Developed and implemented successful marketing campaign for own retail business using social networking sites, media contacts, and print/digital advertising.

Developed the award-winning Hijabman web site, a forum for young Muslims. It functions as an effective networking and marketing tool with 30,000 unique visitors per month.

Published in electronic media including *AltMuslim* and *Naseeb*.

Interviewed by several media outlets including the *New York Times*, *Elan*, and *Azizab* magazines. Featured in *Emel* magazine and *The Guardian's Islamophonic* podcast.

Leadership / Organizational Ability

Led the effort to transform Advance Choice into a paperless business.

Managed own retail business including accounting, product development and design, human resources and supervision, acquisitions and invoicing.

Recruited and organized virtual and in-person volunteers for marketing campaigns and sales.

Hardware / Software / Web

Expertise in the configuration and troubleshooting end-user issues on Windows-based PCs and Macintosh Systems (OS X).

Proficiency in Microsoft Office Suite.

Working knowledge of Adobe Creative Suite 3

Hobbies / Side Projects

Accomplished Wedding Photographer

Launched *Muslim-A-Day*, a web site presenting a photo of a Muslim each day. Featured on Yahoo! Picks

Work Experience

Hijabman

Self-Employed

2000 – Present

Developed Hijabman® into an internationally-known brand and profitable business marketed to Muslims in the West.

Advance Choice/Docubank

Technical Support Specialist

2006 - 2009

Maintained database and website for Docubank, a service used to store and transmit medical directives. Provided technical support to staff and national membership.

World Affairs Council Of Philadelphia

Travel Coordinator

2004 – 2005

Sold educational tours to destinations abroad. Drafted and edited materials for national publication. Provided in-person and telephone customer service.

Media Education Foundation

Production Assistant

2001 – 2002

Worked closely with producers, interns, and editors in the production of “Peace, Propaganda, & the Promised Land,” a documentary comparing U.S. and international media coverage of the Middle East conflict.

Education

University of Massachusetts

2000 - 2004

Bachelor of Arts in Psychology with concentrations in Middle Eastern Studies and Gender Studies. Completed one academic year at the American University in Cairo.

References available upon request.