

MISHAAL HASAN

Marketing Analyst | Health-Tech & Wellness | Vancouver, BC | **US Citizen (Open to roles in US)** | +1 (778) 917-2798 | mish.hasan19980@gmail.com [linkedin.com/in/mishaalhasan](https://www.linkedin.com/in/mishaalhasan) |
Website: lifewithmish.com

PROFESSIONAL SUMMARY

Versatile Operations and Marketing professional with 2+ years of experience in understanding consumer behaviour and potential market growth. Proficient in CRM automation (Gorgias, Klaviyo), Shopify management, and data-driven marketing. Currently bridging the gap between digital strategy and nutrition science to lead high-impact wellness operations.

CORE SKILLS

- **Operations:** 3PL Coordination, Inventory Management, SLA Compliance, Workflow Automation.
- **Marketing:** SEO, Email Marketing (Klaviyo), Paid Social (Instagram Ads), Content Strategy.
- **Technical:** Shopify, Gorgias, HubSpot, Google Analytics, Excel (KPI Dashboards), WordPress.
- **Health & Wellness:** Precision Nutrition (PN) Coaching (In Progress)

PROFESSIONAL EXPERIENCE

NewSmile | Operations Manager (Marketing & Analytics) | *Nov 2024 – Nov 2025*

- Managed daily operations across CRM (Gorgias) and Shopify, maintaining 98% SLA compliance while implementing automations to reduce manual tasks.
- Coordinated with 3PL partners for fulfillment and inventory control across the USA, Canada, UK, and Australia
- Built KPI dashboards in Excel/Google Sheets to track shipping costs and fulfillment metrics, providing data for strategic fulfillment center transitions.

Gold's Gym | Sales & Digital Marketing Associate | *Mar 2022 – Present*

- Achieved a 6% increase in outreach sales during peak seasons through targeted digital and community-focused promotions within two quarters of 2022
- Leveraged Instagram Ads and social tools to boost membership sign-ups and brand visibility by 12%

GoExplore.city | Marketing Coordinator | *Aug 2020 – Dec 2021*

- Managed a team of four to execute SEO and email marketing campaigns, resulting in a 15% increase in website traffic within 6 months
- Published 50+ articles on sporting events and culture, utilizing Google Analytics to optimize engagement

PROJECTS & VOLUNTEER WORK

lifewithmish.com | Founder | Website Host | *2026 – Present*

- Building a digital brand using WordPress to document personal life journey and currently in the process of obtaining the Precision Nutrition - Level 1 Certificate.

BullyFree Foundation Canada | UX Designer / Marketing Director | *May 2024 – Dec 2024*

- Successfully secured a \$20,000 government grant to expand programs across Vancouver schools.

EDUCATION & CERTIFICATIONS

- **Precision Nutrition (PN) Level 1** | *Candidate (Enrollment: February 2026)*
- **Diploma in Digital Marketing** | Canadian College of Technology & Business (2024)
- **Langara College** | General Studies (2018 – 2021)

INTERESTS

Competitive Sports (Football, Basketball), Crypto/Investment Research, and Personal Performance.