

# WALI SEKANDAR

858-735-9306

wsekandar@gmail.com

## EXPERIENCE

### DIRECTOR OF DEVELOPMENT

November 2017 - July 2019

#### Hart Entertainment

- Oversaw all phases of script and story development.
- Actively searched and evaluated pitches, spec scripts, books, and online content to identify potential development material.
- Worked directly with writers to develop creative material for both film and television.
- Took part in general meetings and pitches with writers and producers.
- Developed and maintained relationships with industry professionals.

### CUSTOMER AND MARKETING OPERATIONS MANAGER

August 2015 - November 2017

#### Foodler

- Managed a remote operations team of 20+ working together to maintain and deepen relationships with partners and clients.
- Focused on direct response, bottom-funnel marketing strategies and measurement which led a 20% increase in retention.
- Added value to our partners with Key Performance Indicator discovery and appropriate campaign optimization.
- Scaled horizontal growth and accounts within small and medium business partners.

### CO-FOUNDER | EDITOR

August 2010 - December 2015

#### SoundLogik

- Grew brand following from the ground up to 125k+ monthly views through studying analytics and implementing appropriate social media marketing campaigns.
- Enlisted and oversaw an editorial team of 12, writing about cutting edge musicians, events, tech and related news.
- Cultivated and maintained relationships with leading artists, venues, affiliates and promoters across the globe.
- Designed website, flyers, graphics and all other visual content using Wordpress, Adobe Illustrator and Photoshop.
- Produced events across southern California, including a sold-out 1,200-person concert featuring a prominent French musician.

### DIRECTOR OF OPERATIONS AND MARKETING

July 2010 - August 2015

#### Peau Productions

- Successfully handled all aspects of running and growing eCommerce business working side-by-side with CEO
- Researched and applied concepts such as lean manufacturing, process improvements and total quality management to operations which resulted in a production increase of 50% while at the same time reducing labor resources by 20%.
- Implemented analytics systems which raised predictability to meet production goals and projected shipping dates from 70% to 99%.
- Increased clickthrough to sales conversion rates 70% by creating and executing social media marketing and promotional campaigns.

## EDUCATION

**University of California, San Diego**  
B.A. Communications & Sustainability

## SKILLS

Strategic Planning	Systems
Script Analysis	Account Managing
eCommerce	Research
Creative Writing	Adobe Suite
Marketing	Final Draft

## INTERESTS

Backpacking	Mindfulness
Reading	Tech
Design	Film
Music	Cooking
Sustainability	Reddit