Sajjad Haq

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Projects

- **Discord Fuel Tracker Bot:** Python bot (PostgreSQL) for car fuel expense tracking. Features: logging, balance, commands. Tech: Python, discord.py, PostgreSQL.
- **Paint Protection Calculator:** React web app for ceramic coating savings estimates. Interactive UI. Tech: React, JavaScript, UI/UX Design.

Skills

- **Programming:** Python, JavaScript, PHP, HTML, CSS, SQL, React
- **Frameworks/Tools:** Node.js, discord.py, psycopg2, Git, Jira, AI Tools, PostgreSQL, React.js
- **Web Dev:** Responsive Design, UI/UX, SEO, React Development
- **AI & Automation:** Chatbot Integration, Workflow Automation
- **Business & Marketing:** Digital Marketing, Lead Gen, Facebook Ads, A/B Testing, Sales, CRM
- **Project Management:** Agile, Timeline Management

Work Experience

Ceramic Catalysts (Marketing Agency) | Founder & CEO   *South Barrington, IL | 2022 – Present*
- Built digital marketing agency for auto detailers, driving $2.4M+ in client revenue via client acquisition.
- Implemented database reactivation & Facebook Ads, resulting in 2,400+ ceramic coating jobs across 14 markets.
- Managed $450k+ ad spend, optimizing campaigns for ROI using A/B testing & data analysis.
- Created system for rapid client acquisition, securing 10+ jobs/client within 10 days, driving revenue & engagement.

M&A Food Group | Web Developer   *South Barrington, IL | 2023 – 2024*
- Redesigned company website using modern web technologies, significantly enhancing user experience and site functionality for improved engagement.
- Developed and deployed a centralized customer feedback system, streamlining complaint resolution processes and improving customer service responsiveness across 5+ restaurants.
- Created an automated recruitment form system, optimizing job application process and contributing to onboarding 16 new team members, improving HR efficiency.

Rectify | Freelance Web Developer   *South Barrington, IL | 2020 – 2022*
- Designed and launched 25+ responsive landing pages for small businesses, improving their online presence.
- Minimized page load time to under 800ms using JavaScript, enhancing user engagement.
- Managed multiple projects, meeting deadlines and communicating with clients effectively.

DojoLaunch | Sole Developer   *South Barrington, IL | 2018 – 2019*
- Developed AI chatbot, reducing workload by 40% & improving response times for martial arts business.
- Implemented booking system increasing registrations by 35% & reducing technical issues by 50%.

Education

Northern Illinois University   **DeKalb, IL**
Bachelor of Science, Computer Science   *Graduation: May 2025*
Relevant Coursework: Databases, Data Structures, Algorithms, Statistics, Software Engineering