

# Allan Beine

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## Professional Summary

Results-driven IT and digital marketing professional with over 9 years of experience in e-commerce, web development, and digital communications. Adept at managing end-to-end marketing, SEO/SEM, ERP integration, and creative campaigns. Currently leading Cadman Power Equipment's digital transformation while pursuing a Master's in Artificial Intelligence at the University of Ottawa. Enthusiastic about transforming how SMEs work and grow —blending modern technology, automation, and creative solutions that simplify business and amplify results.

## Experience

- E-Commerce & Digital Customer Experience Coordinator

Cadman Power Equipment | May 2024 – Present | Tillsonburg, Ontario

- Lead e-commerce development and optimization for WooCommerce platform.
- Integrate ABAS ERP for real-time product data sync.
- Manage Google Ads, SEO, Mailchimp campaigns, and GA4 analytics.
- Produce digital and print content for LinkedIn, Facebook, and Instagram.
- Analyze KPIs and ROI for performance improvement.

- Shift Leader / Sales Associate

Mark's (Canadian Tire Corporation) | Oct 2024 – Present | Tillsonburg, Ontario

- Supervise team operations and in-store performance.
- Train staff and ensure customer service excellence.
- Execute merchandising and promotional strategies to increase sales.

- Co-Founder / Business Development Manager

Wonder Online Shopping Co. Limited | Feb 2023 – May 2024 | Kampala, Uganda

- Co-founded e-commerce startup targeting the education market.
- Led market analysis, partnerships, and acquisition strategies.
- Managed payment gateway integration and PCI compliance.
- Collaborated with IT for website optimization and cybersecurity.

- Co-Founder / CEO

Shule Online Co. Limited | Jun 2022 – May 2024 | Kampala, Uganda

- Managed strategic planning, financials, and company operations.
- Oversaw IT security and infrastructure scalability.
- Implemented system audits and cybersecurity protocols.

- Co-Founder / Web Developer

Codexhub Technologies Co. Limited | May 2022 – May 2024 | Kampala, Uganda

- Built responsive websites using HTML, CSS, JS, and PHP.
- Configured networks and ensured data protection.
- Provided IT support and maintenance to clients.

- Head of IT

Fesco Advertising | Mar 2015 – May 2024 | Kampala, Uganda

- Managed IT infrastructure, system configuration, and troubleshooting.
- Implemented network and cybersecurity measures.
- Provided IT training to staff and ensured system reliability.

- Co-Founder / Creative Director

Fesco Advertising | Apr 2012 – Mar 2015 | Kampala, Uganda

- Directed creative campaigns aligned with client branding.
- Oversaw design teams to deliver high-quality visual content.
- Managed timelines, budgets, and campaign execution.

- Client Service Representative & Casting Agent

Xtrim Casting | Jan 2010 – Nov 2010 | Kampala, Uganda

- Coordinated casting processes for TV and film.
- Managed client relations and event logistics.

- Publications Assistant

The Loot Classified Ads Magazine | Dec 2006 – Jul 2007 | Kampala, Uganda

- Assisted in publication layout and formatting.
- Prepared advertisements for print and coordinated production.

## Education

- Master of Interdisciplinary Artificial Intelligence (Ongoing)

University of Ottawa – Focus: AI, Cybersecurity & Technology Project Management

- Bachelor of Science in Computer Science

Makerere University – Kampala, Uganda (WES Equivalent to 4-Year Canadian Degree)

## **Certifications**

CompTIA A+ | CompTIA Security+ | First Aid Certified

## **Skills**

- E-commerce Development (WordPress/WooCommerce) • SEO & Google Ads • Mailchimp & GA4 Analytics • ERP & CRM Integration • Adobe Creative Suite • Da Vinci Resolve Video Editing Software • Social Media Marketing • Content Production
- Cybersecurity Fundamentals • AI Tools • Technical Support & Networking
- Project Management • Cross-functional Collaboration