



HASSAN BAWAB

CEO, VISIONARY ENTREPRENEUR, KEYNOTE SPEAKER,
AUTHOR OF "HOW TO WORK WITH A DMA" AND
EXPERT IN TRENDS OF DIGITAL MARKETING





SPEAKER



AUTHOR



BLOGGER

TRENDS of DIGITAL MARKETING

01 /// INTRODUCTION

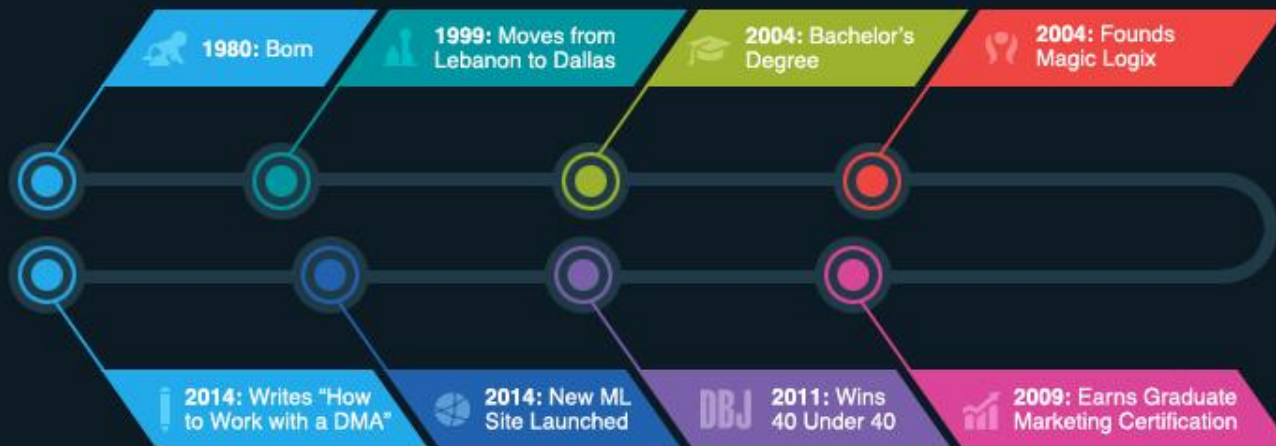
Hassan Bawab is the founder and CEO of Magic Logix, a Dallas, Texas based agency specializing in customized marketing automation solutions for businesses worldwide. Born in Lebanon, Mr. Bawab arrived on the automation scene in 1999 by way of Fedex, where he was Sr. Technical Analyst and Engineer in charge of FedexKinkos.com, and where his passion for all things digital was sparked.



02 /// GROWTH & SUCCESS

After the successful launch of Magic Logix in 2004, Mr. Bawab’s entrepreneurial ambition continued. He has since developed several other businesses that will debut in 2014. Key to Hassan Bawab’s success is his passion for innovation and his ability to incorporate trend-setting technology into the field of web development and marketing automation. Mr. Bawab has been named one of Dallas' "40 Under 40" top business executives by the Dallas Business Journal in 2011.

GROWTH TIMELINE



03 /// SPEAKER. AUTHOR. BLOGGER.

Mr. Bawab is a trusted resource in the industry and often spends his free time as a consultant for Top 1000 Fortune companies. He has been honored as a guest lecturer at global events and conferences, and locally at The University of North Texas, The University of Texas at Dallas, and Southern Methodist University. He is the author of “How to Work with a Digital Marketing Agency” and has written numerous articles on automation technologies that have become industry dogmas.

Mr. Bawab holds degrees in Computer Science, Mathematics, Technical Writing and Marketing, in addition to several marketing and programming certifications.



04 /// ARTICLES & INTERVIEWS

Forbes

HubSpot

LinkedIn

- >> [Forbes.com](#) - Six Steps To Prepare Your Website For The Mobile Revolution... [READ MORE](#)
- >> [SocialMediaToday.com](#) - 5 Great Examples of Real-Time Social Media Marketing... [READ MORE](#)
- >> [LinkedIn.com](#) - Effects of Web 3.0 in the New Digital World... [READ MORE](#)
- >> [HubSpot.com](#) - Building and Designing a Responsive Ecommerce Website... [READ MORE](#)
- >> [Forbes.com](#) - Responsive vs. Adaptive Websites: Six Questions To Ask... [READ MORE](#)
- >> [HubSpot.com](#) - Planning the Responsive Ecommerce Website... [READ MORE](#)
- >> [HubSpot.com](#) - The Differences Between Adaptive and Responsive Design... [READ MORE](#)
- >> [tweakyourBIZ.com](#) - What You Should Know About Online Product Recommendation Engines... [READ MORE](#)
- >> [tweakyourBIZ.com](#) - Important Facts You Need To Know About Mobile Advertising... [READ MORE](#)
- >> [MommyPerks.com](#) - How Will Google Glass Change Social Media?... [READ MORE](#)
- >> [MacWorld.com.au](#) - iOS 7 beta frustrates mobile app developers... [READ MORE](#)
- >> [LyncMigration.com](#) - Key Drupal Content Management System Integration Tips... [READ MORE](#)
- >> [Wikipedia.org](#) - About Hassan from Wikipedia... [READ MORE](#)
- >> [LinkedIn.com](#) - Six Steps To Prepare Your Website For The Mobile Revolution... [READ MORE](#)
- >> [LinkedIn.com](#) - HTML5: Meet 10 Sites That Demonstrate What the New HTML Can Do... [READ MORE](#)

04 /// ARTICLES & INTERVIEWS (Continued)

- >> [DataCenterJournal.com](#) - Microsoft After Ballmer: Should Microsoft Fans Worry?... [READ MORE](#)
- >> [Websitemagazine.com](#) - Impact of iPhone Fingerprint Scanner on Websites?... [READ MORE](#)
- >> [Forbes.com](#) - Five Options For Building Your Business Website... [READ MORE](#)
- >> [AmericanExpress.com](#) - How This Huge Tech Trend Can Change Your Business... [READ MORE](#)
- >> [SiliconANGLE](#) - The Future of Ecommerce With Web 3.0... [READ MORE](#)
- >> [WebsiteMagazine.com](#) - 5 Helpful Platforms to Build a Website... [READ MORE](#)
- >> [CEOGOLF.com](#) – CEO of the Week... [READ MORE](#)
- >> [LinkedIn.com](#) - How to Utilize Social Media for Sales?... [READ MORE](#)
- >> [InsideFacebook.com](#) - Who is winning the Facebook battle of network stars... [READ MORE](#)
- >> [TheAspireMag.com](#) – Diary of a Startup: Hassan Bawab of Magic Logix.. [READ MORE](#)
- >> [SiliconANGLE](#) - Google Glass: 4 Ways It Will Change The SEO Game... [READ MORE](#)
- >> [LinkedIn.com](#) - Responsive vs Adaptive: A Primer for all Marketers and Developers... [READ MORE](#)
- >> [CEOblognation.com](#) - How Did You Come Up With Your Business Name?... [READ MORE](#)
- >> [KillerStartups.com](#) - Magic Logix Makes The Marketing Competition Disappear... [READ MORE](#)
- >> [Forbes.com](#) - Are Marketing Automation Tools Right for Your Business?... [READ MORE](#)



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- >> [LinkedIn.com](#) - The Future of eCommerce Soars with Drones... [READ MORE](#)
- >> [SocialMediaToday.com](#) - How to Build and Use a Social Media Team in 2014... [READ MORE](#)
- >> [LinkedIn.com](#) - 3 Ways to Make Your Content Marketing More Engaging... [READ MORE](#)
- >> [LinkedIn.com](#) - Should You Have QR Codes?... [READ MORE](#)
- >> [LinkedIn.com](#) - 3D Videos: How Much Should You Be Thinking About 3D Content?... [READ MORE](#)
- >> [LinkedIn.com](#) - Social Media Network Guide (Dos / Don'ts) 2014... [READ MORE](#)
- >> [CIO.com](#) - iOS 7 Beta Frustrates Mobile App Developers... [READ MORE](#)
- >> [LinkedIn.com](#) - What You Should Know About Online Product Recommendation Engines... [READ MORE](#)
- >> [LinkedIn.com](#) - 3 Social Media Marketing Trends to Watch in 2014... [READ MORE](#)
- >> [NYreport.com](#) - Why You Should Care about Data Validation ... [READ MORE](#)
- >> [LinkedIn.com](#) - Privacy Concerns Raised Around Facial Recognition Technology... [READ MORE](#)
- >> [LinkedIn.com](#) - Drupal: A Guide for the Rest of Us... [READ MORE](#)
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05 /// SPEAKING EXPERIENCE & TOPICS

EXPERIENCE

- >> Danbound Marketing Summit (IMS)
- >> The Pulse Network
- >> Dallas Drupal Days
- >> DrupalCamp
- >> Marketo Dallas
- >> The Search Marketing Expo Conference Series
- >> The Big D Design
- >> Social Media Club Of Dallas (SMC)
- >> Metro Crest Chamber of Commerce
- >> Sales and Marketing Executives International
- >> American Marketing Association - DFW AMA
- >> University of North Texas (UNT)
- >> Parker Chiropractic College Lunch & Learn Seminar
- >> Skyline DFW Exhibits and Events Seminar
- >> INJAZ Lebanon
- >> 2011 GPC- (Government Procurement Conference)
- >> Dallas Silicon Praire
- >> DrupalCon

TOPICS

- >> Benefits of Responsive Web Design
- >> Impact of Social Media in Big Data
- >> SEO Best Practices for HTML5
- >> The Future of Corporate Websites
- >> Drupal CMS with Marketing Automation Tools
- >> Effectiveness Of Marketing Automation On Digital Marketing
- >> Social Media: Integration and Online Marketing
- >> Online Marketing: Business Benefits for Online Marketing
- >> Facebook: Application Development for Online Branding
- >> Search Engine Optimization: Crawling your way to the Top
- >> Ecommerce: Online Merchants Guide to Online marketing
- >> The Advantages of Web Standards for Corporate Websites
- >> Page Speed: The New Factor in Page Rank (SEO)
- >> How to Promote Events through Efficient Web Based Marketing
- >> How to Utilize Big Data in SEO and Social Media
- >> Comparison of Open Source Content Management Systems
- >> Effect of Web 3.0 in the New Digital World
- >> The Future of Ecommerce with Drones

06 /// COMPANY AWARDS



- >> **INC 500:** Awarded the 194 position on the prestigious Inc. 500 list
- >> **IMA (Interactive Media Awards):** Outstanding Achievement for Ecommerce
- >> **MarCom Award:** Received Platinum Award for the Design and Development Category
- >> **IMA (Interactive Media Awards):** Best in Class for Web Design / Development
- >> **IMA (Interactive Media Awards):** Outstanding Achievement for Best Design / Development
- >> **TECH 200:** Ranked in Top 200 Technology Companies in USA (2 times)
- >> **ADA (American Design Awards):** Awarded for Design Category
- >> **10BD:** Placed 4 on the 10 Best Design & Development Agency List (3 times)
- >> **WEBSITE MAGAZINE:** Ranked in Top 50 Search Marketing Agencies on the Web
- >> **TXMAS:** Granted Texas Multiple Award Schedules (TXMAS)
- >> **GSA:** Awarded Contract GS-07F-0663W for Schedule 541-3 & 541-4F



Contract Holder

07 /// CONTACT HASSAN BAWAB

Hassan combines creativity and technology to produce presentations necessary for every business looking to maintain an effective and innovative online marketing campaign.

Stay in touch with Hassan at:



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