

FAISEL TAJIRAN

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PROFESSIONAL SUMMARY

Founder, full-stack builder, and digital marketing leader with 15+ years shipping consumer and B2B products from strategy through production code. Currently CEO of **Frequentor**, a hospitality intelligence platform with **7 U.S. provisional patents filed**, proprietary IoT sensor hardware (mmWave + thermal IR + WiFi RSSI fusion), a deployed iOS and Android app, and an active multi-venue pilot pipeline — every layer designed, engineered, and shipped solo. Combines enterprise hospitality credibility (Landry's Inc., 600+ properties) with modern full-stack engineering (React Native, AWS Amplify Gen 2, ESP32 firmware, LLM integration) and 15 years of paid-media and analytics depth. Builder by default, marketer by training, hospitality operator by domain.

KEY COMPETENCIES

AI / GenAI / Agentic Systems: Generative AI, Large Language Models, LLM Application Development, AI Agents / Agentic AI, Multi-Agent Orchestration, Prompt Engineering, Anthropic Claude API, AWS Bedrock, Model Context Protocol (MCP), AI-Assisted Engineering, AI Moderation Pipelines, Vertical AI, Knowledge Graph Generation, Retrieval-style content pipelines

Mobile Engineering: React Native, Expo, EAS Build / OTA Update, iOS native modules, background geolocation / geofencing, push notifications (APNs), Apple Wallet passes, lock-screen widgets, native bridge, TestFlight, App Store submission

Cloud & Backend: AWS Amplify Gen 2, AppSync (GraphQL + Subscriptions), DynamoDB (single-table + GSI design), Cognito User & Identity Pools, IAM (least-privilege scoping), Lambda, S3, Bedrock, CloudFormation / CDK, AWS CLI deployments, serverless / event-driven architecture, real-time systems

Web Engineering: Node.js, Express, TypeScript, JavaScript, Python, Cloudflare DNS / CDN / Workers, Sevalla hosting, Stripe integrations, schema.org / structured data, server-side tracking, first-party data strategy, Core Web Vitals, technical SEO

Hardware, IoT & Edge: ESP32 firmware (Embedded C / C++ / Arduino), mmWave radar (LD2410 / LD2450), thermal IR arrays (AMG8833), BLE iBeacon, WiFi promiscuous-mode RSSI proximity, multi-signal sensor fusion, edge computing, real-time sensor processing, 3D CAD / enclosure design

DevOps & Engineering Practice: Git / GitHub, CI/CD, infrastructure as code (IaC), monorepo workflows, performance optimization (N+1 mitigation, batch fetching), system design, API design, security review, observability, crash reporting, feature flags

Founding & Product Strategy: 0-to-1 product development, vertical SaaS, B2B SaaS pricing, founder-led sales, cold-start strategy, GTM design, investor pitch decks, lean startup, rapid prototyping, MVP development, patent / IP strategy, provisional patent applications (USPTO)

Digital Marketing: SEO (technical / on-page / local), SEM, PPC, Programmatic CTV / Video / Audio, Google Ads, Meta Ads, Yelp Ads, performance marketing, growth marketing, conversion rate optimization (CRO), conversion funnel architecture, lifecycle marketing, attribution modeling, multi-million-dollar budget management

Analytics & Data: Google Analytics 4, Google Tag Manager, server-side tagging, Looker / Data Studio, Supermetrics, A/B testing, real-time event pipelines, GraphQL subscription analytics, KPI design, dashboard development

CRM & Marketing Automation: HubSpot, ActiveCampaign, Zapier, BurstSMS API, Calendly, marketing automation, email deliverability

Industry Domain: Hospitality (single-venue through 600+ property enterprise), RestTech, multi-venue B2B sales, restaurant / bar operations, hardware-at-venue deployment, World Cup 2026 / event-driven GTM

PROFESSIONAL EXPERIENCE

Founder & CEO — Frequentor

Houston, TX · 2025 – Present

Founded and built Frequentor end-to-end: a hospitality intelligence platform that connects guests, staff, and owners through verified physical-presence signals. Sole engineer, designer, and operator across mobile, web, hardware, AI, and GTM.

- **Intellectual Property:** Filed **7 U.S. provisional patents** (PPA #1–6 + PPA #13) covering geofence-based silent check-in, multi-signal busyness sensing (mmWave + thermal IR + WiFi RSSI fusion), verified-content authority articles, agentic hospitality forecasting, bilateral attribution, cross-venue intelligence, and WiFi-promiscuous-mode passive sensing. Conducted independent prior-art research; managed USPTO filing process end-to-end.
- **Mobile Apps (iOS + Android):** Designed and shipped a 460+ file React Native / Expo application with native iOS modules — background geofencing, push notifications, Apple Wallet pass integration, home / lock-screen widget, and OTA delivery via EAS Update. Live on TestFlight with active multi-device field validation.
- **Cloud Backend:** Architected an AWS Amplify Gen 2 stack — AppSync GraphQL APIs, DynamoDB (single-table + GSIs), dual-mode Cognito (User Pool + Identity Pool) with strict IAM-scoped resource access, Lambda functions, S3 media pipelines. Production user pool in us-east-1 serving live customer traffic.
- **Hardware & IoT:** Built proprietary sensor pucks running ESP32 firmware that fuse three independent signals — mmWave radar (LD2450), thermal IR (AMG8833), and promiscuous-mode WiFi RSSI proximity — into a real-time live-busyness score. Designed and 3D-printed UniFi-inspired enclosure. Field-validated 2026.
- **AI / LLM Layer:** Designed and built **FAHE** (Forecasting Agentic Hospitality Engine) — a proprietary forward-projecting hospitality intelligence layer with one-tap executable actions ("the GM who never sleeps"). Multi-agent orchestration, prompt engineering, and AI-driven moderation pipelines.
- **Web Platform:** Built Frequentor.com on Express / Cloudflare / Sevalla with full SEO architecture, schema.org markup, multi-tenant venue subsites at /s/:slug, and Stripe billing for three-tier SaaS pricing.
- **Go-to-Market:** Designed top-down venue sales motion with a \$300 contest model to break cold-start objections. Built active pilot pipeline across multiple Houston venues with founder-led sales.

Notable Project — World Cup 2026 GTM: Architected a global authority play timed to Houston's hosting window: tourists from 32 countries authoring EXIF-geofence-verified articles for permanent multi-language SEO authority. Multi-variable convergence positions Frequentor as the first verified-content hospitality network at scale.

Digital Marketing Director — Professional Travel Center / eTotalHome

Houston, TX · June 2010 – Present

- Manage and update all branding, company websites, portals, social media, sales presentations, and blogs.
- Spearhead creation of all paid digital advertising on Google, Meta, and Instagram, including copywriting and creative direction.
- Automated lead engagement processes using Zapier and BurstSMS API, increasing conversion rates by **60%** and reducing manual workload by **40%**.
- Implement SEO best practices and routine technical website audits to enhance UX and grow organic traffic.
- Analyze and optimize digital marketing processes, including email marketing campaigns — drove a **6,500%** increase in monthly renewals and a **\$300,000** increase in annual revenue.
- Lead an inbound marketing team of six, managing the inbound database and coordinating weekly sales appointments via Calendly.

Notable Project: Optimized Facebook and Google ad campaigns for a new service line, achieving **400% ROI** and generating **\$120,000** in revenue during the pilot campaign.

Digital Marketing Strategy Manager — Landry's Inc.

Houston, TX · October 2022 – August 2023

- Led the creation and execution of digital advertising campaigns across Facebook, Google Ads, and Yelp for one of the country's largest hospitality conglomerates (600+ properties), driving a **25% increase in lead generation** and a **15% reduction in cost-per-acquisition**.
- Managed keyword research, ad copy creation, and account setup across **60+ brands**.
- Set up event and conversion tracking via Google Tag Manager and Google Analytics for **500+ locations**.
- Conducted media buying for CTV, Programmatic Video, and Audio with third-party vendors.
- Liaised with Brand Managers for QA on Branded Ads messaging, targeting, and positioning.

- Prepared and presented quarterly Digital Marketing Analytics reports to the VP of Marketing and Brand Managers using Google Data Studio (Looker) and Supermetrics.

Notable Project: Developed and delivered the comprehensive training program for the migration from Google Universal Analytics to Google Analytics 4, ensuring accurate KPI tracking for **90+ brands** and improving data accuracy by **30%**.

EDUCATION

Master of Business Administration — University of Houston, Houston, TX 2012 – 2015
Bachelor of Business Administration — University of Houston, Houston, TX 2004 – 2010

CERTIFICATIONS

- Google Ads Search Certification (2025)
- Google Analytics Individual Qualification (2025)
- HubSpot Digital Marketing Certified (2025)
- HubSpot Social Media Certified (2025)
- Google Generative AI Fundamentals (2023)
- Meta Certified Marketing Strategy Professional (2022)
- Google & IAB Fundamentals of Digital Marketing (2019)

PATENTS (PROVISIONAL – FILED)

- **PPA #1-4** — Filed 2026-04-10 (Geofence silent check-in, push attribution, presence-based loyalty, hardware fusion architecture)
- **PPA #5** — App # 64/049,701, filed 2026-04-26 (Verified-content authority articles, bilateral attribution)
- **PPA #6** — App # 64/053,550, filed 2026-04-30 (Agentic hospitality forecasting engine + verification-not-detection moderation)
- **PPA #13** — App # 64/057,597, filed 2026-05-05 (Cross-venue intelligence + WiFi-promiscuous-mode passive sensor fusion)