

Khalil Alameh

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EDUCATION

American University of Beirut

Diploma in Data Analytics

Amideast Bootcamp

Digital Marketing

Lebanese American University

BE Civil Engineering

Beirut, Lebanon

August 2026

Beirut, Lebanon

February 2023

Byblos, Lebanon

May 2021

SUMMARY

Data Analyst with 4+ years of experience in marketing analytics, dashboard development, and campaign performance tracking. Skilled in Google Analytics, Looker Studio, and data visualization, with a proven ability to translate complex datasets into actionable insights that drive performance and business growth. Currently pursuing a Diploma in Data Analytics at the American University of Beirut (AUB).

PROFESSIONAL EXPERIENCE

FP7 McCann

Digital Performance & Data Analyst

Doha, Qatar (Remote from Lebanon)

08/2024 – Present

- Lead data analysis and performance reporting across multiple high-profile clients, including **Alfardan Group entities** (AFJ, AFC, Auto Spa, Medical, Motorcycles), **Athar**, **AMNM**, **LCSC** (Formula 1 Qatar), **Wise**, and **Aston Martin**
- Develop end-to-end reporting frameworks (pre-, during-, and post-campaign) to track KPIs and measure performance across digital channels
- Build and maintain interactive dashboards to monitor campaign performance and deliver real-time insights to internal teams and clients
- Conduct deep-dive analysis on campaign performance, audience behavior, and engagement trends, translating data into actionable recommendations
- Deliver strategic insights that supported optimization of media spend, content performance, and customer engagement
- Support media planning and execute paid social campaigns on Meta and Snapchat, managing audience targeting, budget allocation, and performance optimization across brands such as AMNM, AFJ, AMC, and Aston Martin
- Perform social listening analysis using Pulsar, identifying sentiment, trends, and brand perception across digital platforms
- Collaborate with media agencies and cross-functional teams to ensure data-driven alignment and campaign effectiveness
- Support high-impact campaigns and activations, including large-scale regional events (e.g., Formula 1 Qatar) through real-time monitoring and reporting
- Improve campaign performance and engagement rates through data-driven insights

JAYPAY

Data Analyst & Digital Marketing Specialist

Beirut, Lebanon

02/2022 – 08/2024

- Collected, analyzed, and reported data from digital marketing campaigns to support performance optimization and decision-making
- Designed and maintained interactive dashboards using Google Looker Studio, enabling real-time tracking of KPIs and campaign performance
- Monitored website traffic and user behavior using Google Analytics, identifying trends and opportunities for growth
- Implemented tracking systems using Google Tag Manager for conversion tracking, remarketing, and data accuracy
- Conducted SEO/SEM performance analysis, optimizing rankings and improving search visibility through data-driven insights
- Supported and optimized lead generation campaigns by analyzing funnel performance and user engagement metrics
- Collaborated with internal teams to align marketing strategies with data insights and performance metrics

LANGUAGES, & SKILLS

Languages: Arabic (Native), English (Fluent), French (Basic)

Technical Skills: Data analysis & visualization, dashboard development (Looker Studio), Google Analytics (GA4), Google Tag Manager, Google Search Console, campaign performance analysis, paid media & social analytics (Meta & Snapchat), SEO/SEM, media planning, and data-driven decision-making

Tools: Google Ads, Search Ads 360, Pulsar, Talkwalker, Rival IQ, advanced Excel (Microsoft Office), ASANA, Power BI, Python, SQL