

Anas Al Khaled

Marketing

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EDUCATION:

AMERICAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (AUST)

Beirut, Lebanon

Bachelor of Business Marketing

Jan 2022 – June 2025

LEBANESE BACCULARATE

Beirut, Lebanon

Economics and Sociology

Aug 2021

EXPERIENCE:

CRM Executive – BNK Holding | Beirut, Lebanon | OCTOBER 2025 – Present

- Managed and updated the customer database, ensuring data accuracy while segmenting customers based on behavior and purchase history.
- Increased lead to customer conversion through structured follow ups and CRM optimization
- Analyzed CRM data to assess sales performance and customer trends, implementing personalized, data driven offers to improve retention.

Marketing Campaign Contributor – Soft Wave, Malia Group FEBRUARY – MAY 2025

- Conducted Market Research, applied SWOT, and micro-macro analysis to evaluate the market opportunities
- Developed a 360 marketing strategies combining online CPM&CPC campaigns, and offline channels to drive brand awareness and customer acquisition
- Created digital content and UGC campaigns, including social media content to enhance brand engagement

SKILLS:

CRM Skills: CRM Management - Lead Tracking & Follow up - Customer Segmentation - Data Analysis - Customer Engagement Tracking

Marketing Skills: Marketing Analytics & KPI Tracking CRM Management - Conversion Rate – Lead Generation - Google Analytics - Meta Ads Manager - Customer Retention and Loyalty Strategies - Personalized Marketing Campaigns

Technical Skills: Google Analytics - Microsoft Dynamics - Meta Ads Manager - A/B Testing

CERTIFICATIONS:

- Social Media and Social Content Strategy (Coursera)
- Facebook, Instagram, and Snapchat Marketing (Coursera)