



Anas Khattar

Digital Entrepreneur / Project Manager

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Experience

Nov. 2015 – Current | Founder at Digico DMS Limited
27 Mount Street Lower, Dublin 2, Ireland | www.digico.me

- Relocated agency to Dublin, Ireland to align with international growth requirements.
- Acquired 30+ new high value clients from around EMEA region like Ford, QNB and Wojooh.
- Created and executed our clients' annual digital marketing strategy for 30+ clients.
- Increased year-over-year digital ad revenue to \$150K+ amounts for 2 regional publications in MENA by developing well-rounded content strategies and planning digital launching campaigns.
- Sold SMBs G Suite accounts with more than 100 users combined.
- Launched 3 e-commerce shops for clients.
- Handled priority requests from our clients efficiently and effectively.
- Launched and managed tens of email marketing campaigns for our clients.
- Negotiated deliverables, contracts and commercial summaries with clients.
- Design and implement all SEO and SEM campaigns for our clients.

Mar. 2010 – Nov. 2015 | Founder at Digico Solutions sarl
Louis Vuitton Bldg., Downtown, Beirut, Lebanon | www.digico.me

- Founded and built boutique digital agency from the ground up.
- Prospected for and secured necessary financing—including \$100K in grants, loans, and investments—to get the business off the ground.
- Performed analysis on 150+ websites utilizing Google Analytics, to build better websites and grow traffic.
- Led a team of 4 designers and 3 developers to build digital brands and create websites, mobile and web applications for our clients from scratch.
- Created interactive UX prototypes based on 1,000+ audience surveys, heuristics as well as requirement gathering and analysis from our clients.
- Hired and managed 5 content writers for website copywriting, newsletters and SEO.

Skills

Languages: Arabic (native), English (professional)

Platforms: Linux, Wordpress, G Suite, Digital Ocean, Adwords, Google Cloud, AWS.

Education

2010 - 2013 | Lebanese American University, BS in Business
Concentration: Management Information Systems, Minor: Advertising