Anas K. Afadar

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EDUCATION

UNIVERSITY OF HOUSTON, C. T. Bauer College of Business, Houston, TX   **May 2026**
Master of Science in Business Analytics
Relevant Courses: Quantitative Foundations (JMP Pro 17), Basic Programming (RStudio), Research Designs for Problems in Business Analytics

UNIVERSITY OF HOUSTON, Cullen College of Engineering, Houston, TX   **May 2023**
Master of Science in Technology Project Management
Relevant Courses: Quality Improvement (MS Vizio), Risk Assessment (RiskyProject), Project Manager Tools (MS Project), Integration Project (JIRA)

ALYAMAMAH UNIVERSITY, Business College, Riyadh, Saudi Arabia   **September 2012**
Bachelor in Business Administration in Finance; Minor in Marketing

EXPERIENCE

MONKS, Riyadh, Saudi Arabia   **2020-2024**
Digital Project Manager
- Managed development of website and app for governmental client in Saudi Arabia as part of 80-member international team. Participated in all aspects of the project, including ideation, design, development, QA, and maintenance.
- Facilitated content digital production and publishing processes for 8 languages, including English, Arabic, Spanish and Japanese. Streamlined workflow by implementing standardized steps.
- Ensured best practices for SEO, resulting in improved data quality, including metadata, tags, and tracking IDs.
- Implemented A/B testing and SEO best practices to improve content engagement and performance across digital channels.

INSPIRE BRANDS, Remote, Canton, MA   **June-August 2022**
Operating Systems Intern
- Liaised with cross-functional teams, including Operations, Marketing and Brand, ensuring alignment on internal B2B software/web solution.
- Created data visualization dashboards, using Adobe Analytics to track KPIs and metrics, providing management with an understanding of brand performance and its content.
- Collaborated with 4 Brand Team members by collecting, reviewing and organizing content, creating hub for all brand content.
- Authored, QA'd and provided feedback on pages and templates, using CMS setup, including AEM and DAM.

TANTUMSOFT, Riyadh, Saudi Arabia   **2016-2020**
Digital Project Manager
- Supervised product development of social mobile app from conception to completion according to company's vision.
- Established and implemented Software Development Life Cycle concepts (SDLC), such as iterative planning, UX/UI design, and A/B testing, ensuring efficiency in development cycles.
- Gathered and organized requirements for 5 clients and presented them to the Development Team.
- Coordinated with 3 cross-functional teams to develop projects in multiple technical areas, including mobile, web, and 3D/unity development.

WUNDERMAN THOMPSON, Riyadh, Saudi Arabia   **2015-2016**
Social Media Manager
- Managed client's main channel (including 3 Microsoft Saudi platforms) on social media: led paid media campaign to coordinate marketing activities between client and agencies, localize global content, and create local original content.
- Influenced client and agency to experiment with mix of messages, formats, and paid media, increasing Twitter followers by 100% in less than 1 year.
- Presented reports to clients, covering engagement, such as growth, reach, impressions, listening, sentiment, and feedback, showcasing improved account performance on different social channels.

ADDITIONAL

Technical Skills: Adobe Analytics, SQL, data analysis, visualization, AEM (Adobe Experience Manager) content authoring, Strapi content authoring, MS Office (Excel, MS Project, Vizio)
Certifications: Google Data Analytics Professional Certificate, Analyze Data with SQL Skill Path, Become a Data Analyst Learning Path
Languages: Arabic (native)