

Anass Kabil

Junior Digital Marketer · Analytics and Web Products

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Profile

Digital marketing graduate (ENCG, Bac+5) combining market research, acquisition, reporting and e-commerce CRM with the ability to build analytics tools and web products from scratch.

Skills

Marketing strategy: Market research, segmentation, positioning, competitive intelligence, editorial strategy.

Data and reporting: Marketing KPIs, dashboards, cohort analysis, automated reporting.

Collection and automation: Python, REST APIs, web data extraction, GitHub Actions, OCR and AI.

Professional experience

Growth & Marketing — Internship

EBH Technologies · EBH Security, Rabat · Remote Sep 2026 – present

- Defining the B2B acquisition strategy for cybersecurity services: personas, channels, messaging and KPIs.
- Leading cold email and LinkedIn prospecting, qualifying leads and structuring the CRM with Sales Navigator and Apollo.io.

Digital Marketing & E-commerce — Internship

Artab, Témara Apr 2026 – Jul 2026

- Conducted market research, segmentation and positioning for AngelCare, then defined the editorial strategy.
- Built a dashboard on the Shopify API that centralizes traffic, customers, orders, abandoned carts and inventory, with React, TypeScript and Cloudflare Workers/KV.

Digital Marketing — End-of-studies internship (PFE)

CloudLink LLC, Marrakech Feb 2024 – May 2024

- Designed a dashboard to track marketing performance indicators and campaigns.

Selected projects

Concofit

[concofit.app](#)

Moroccan public-contest aggregator

Designed and deployed Concofit, which indexed 6,026 public contests in July 2026, with search, saved filters, a personalized feed and alerts.

Pullmesh

[pullmesh.com](#)

Market research tool suite

Collected and analyzed more than 5,000 Meta ads to study markets, advertisers and ad creatives.

ByT5 Darija Emphatic

[huggingface.co/anasskabil/byt5-darija-emphatic](#)

Natural language processing

Fine-tuned and published on Hugging Face a ByT5 model for transliterated Darija, with 70.2% exact match on 4,727 tokens and 78.5–94.5% F1 depending on the consonant.

Education

Full-stack web development program — MERN

École Numérique Ahmed Al Hansali, Béni Mellal Nov 2025 – expected Dec 2026 (in progress)

ENCG Diploma in Digital Marketing (five-year degree, Bac+5)

ENCG Béni Mellal, Béni Mellal 2019 – 2024

Certifications

HubSpot Reporting Certified — HubSpot Academy (2026) **Fundamentals of Marketing Analytics** — Semrush (2026)

Languages

Arabic — Native French — Professional written; spoken improving English — Working proficiency in writing