

# Anas Shamsi Basha

Kaunas, Lithuania, +37062209490, anasshamsibasha@hotmail.com

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## PROFILE

I am a diligent and creative professional with a strong attitude for both independent and team-oriented tasks, excelling in marketing, management, and graphic design projects. I bring analytical expertise and creative problem-solving to projects, consistently elevating brand awareness through skillful execution from concept to delivery.

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## EXPERIENCE

Sep 2022 – Present	Head of Customer Support at Bankera, SpectroCoin & Pervesk	Kaunas
	I lead and support a team of 15-20 Customer Support Representatives, ensuring exceptional service and efficient operations. This involves recruitment, training, ongoing supervision, managing projects and continuous improvement, as well as managing customer feedback and online reputation to enhance satisfaction and brand image.	
Jun 2022 – Jun 2022	Arabic Translator at SpectroCoin	Kaunas
	Responsible for maintaining the quality and accuracy of Arabic translations across company materials and the website's user interface, working closely with cross-functional teams to ensure linguistic precision and cultural relevance.	
Nov 2021 – Aug 2022	Customer Support Specialist at Bankera, SpectroCoin & Pervesk	Kaunas
	I excel in client engagement through various channels, including tickets, live chat, Facebook outreach, and calls, showcasing exceptional problem-solving skills and rapid issue resolution. Additionally, I have a proven track record of leadership and team management, having consistently earned recognition as a top performer and leading a team of 15 individuals effectively.	
Mar 2021 – Jun 2021	Graphic Design Intern at Sicilia Mia	Kaunas
	I specialize in implementing brand identity strategies, creating brand recognition designs, and conducting organic marketing on Instagram. My expertise also extends to TikTok video creation, visual illustrations, and video editing for social media, all aimed at reconstructing and enhancing brand image and engagement.	
Jan 2020 – May 2020	Junior Marketing Manager at Qwyddy Technologies	Kaunas
	I specialize in digital product design, 2D explainer videos, concept and character design, as well as creating a range of marketing materials like presentations, business cards, and banner ads. Additionally, I excel in planning and executing marketing campaigns across various platforms, managing Google Ads, content creation, and using Hubspot for email CRM and client outreach strategies.	
Oct 2019 – Dec 2019	Creative Marketer intern at Qwyddy Technologies	Kaunas
	I specialize in crafting captivating PowerPoint presentations, creating eye-catching social media poster illustrations, and designing compelling landing pages and visuals for websites. Additionally, I excel in brainstorming user interface mockups, conducting keyword research, and implementing both onsite and offsite SEO strategies, including backlinking, to enhance online visibility and user experience.	
Jan 2018 – Jan 2021	Freelance Graphic Designer	Kaunas
	I specialize in a diverse range of illustration styles, including vector, hand-drawn, and isometric, for various purposes such as social media visuals, posters, logos, and video animations. Additionally, I excel in designing web elements and landing pages, photo editing, character illustrations, video editing, and motion graphics, offering a comprehensive creative skill set for a variety of design and multimedia projects.	

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## EDUCATION

Sep 2021 – May 2023	Vytautas Magnus University, Marketing and International Commerce	Kaunas
	GPA 10, Masters Cum Laude Degree	
Feb 2016 – Jun 2020	Kaunas University Of Technology, Industrial Technology Management	Kaunas
	GPA 8.1, Bachelors Degree	

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## SOFT SKILLS

Communication, Problem Solving, Teamwork, Leadership, Time Management, Fast Learner, Emotional Intelligence, Critical Thinking, Team Building, Conflict Resolution, Stress tolerance, Detail-oriented.

## TECH SKILLS

Adobe Illustrator, After Effects, Adobe Xd, Premiere Pro, InDesign, Photoshop, Microsoft Office, Wordpress, SEO, Blender, Lumion, Reporting and Documentation, Scope Management, Scheduling, Quality & Risk Management.