

HELLO, I AM

GHITA EL HAITMY

DIGITAL MARKETER . PROJECT
MANAGER. TRILINGUAL

PROFILE SUMMARY

I am a self-starter and a hybrid thinker. Currently, I am looking for a full-time position starting September 2020. I proactively seek to develop my skills and broaden my knowledge in different fields. I am experienced in digital transformation project management, Employer branding and engagement, and Digital marketing. As an Innovation driver, I focus on introducing human-centred solutions and selecting the best technology tools to support them.

CERTIFICATIONS AND AWARDS

- May 2020 - Participant in CatalYST AI summer accelerator programme .
- April 2020 - Winner of Fuel Awards Competition - 3000£
- March 2020 - Winner of Spark Awards Competition- 1250£
- 2019- CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT (CAPM)® Issued by the PMI Reference number: 2596925
- 2018 - COMPANY'S INNOVATION AWARD - ISSUED BY INTELICIA

LET'S WORK TOGETHER!

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Oxford, England.

WORK EXPERIENCE

Head of marketing and business development

Finderr - Co founded Start-up (January 2020 - Present)

- Finderr is an AI & hardware system designed to help visually impaired individuals find items and navigate independently in their homes.

Digital Marketing specialist

Enterprise support - Oxford Brookes University (October 2019 - Present | Part-time)

- Leading the website redesign project
- Creating, optimising and reporting on social media campaigns for programmes, festivals and events. (Financed by Santander Bank)

Project Manager

Intelcia Group - French Outsourcing company (October 2017 - August 2019)

- Analysing the effectiveness of HR procedures, developing enhancements and implementing changes to ensure ongoing improvement of processes.
- Organizing and attending promotional events such as press conferences, open days, exhibitions, tours, and visits
- Identifying and analyzing HR department needs, stakeholders and linkages to other projects and defining project scope and objectives
- Created an employee handbook and a graduate program "Intelcia's TalentAcademy".
- Elaborating yearly engagement surveys for the group, analyzing and sharing the results and following the action plans per country.

EDUCATION

Oxford Brookes University

Masters of science in Digital Marketing (2020)

- Thesis : Consumer's perception and expectations on the use of facial recognition technology in UK retail stores for marketing

Al Akhawayn University

Bachelor of Science in Human Resources Development.
Minor in Business Administration (2016)

Exchange semesters

- 2015: Tilburg university - Netherlands
- 2014: Georgia Southern University - USA
- 2013: University of California Berkeley- USA

TECHNICAL SKILLS

- Languages: French, English, Arabic.
- Facebook IQ
- Google analytics
- Asana
- Data analytics: Python
- Marketing
 - SEO
 - SEM
 - Affiliate
 - Display
 - Content
 - Social

LEADERSHIP SKILLS

- Clear Communication
- Creative | design Thinking
- Implementation of processes
- Innovation Development
- Financial planning
- Business development
- Market Analysis
- Digital transformation Strategy
- Workshop facilitator
- Leadership of cross- functional team

VOLENTEER EXPERIENCE

Content writer - Present

International Morocco News

- Publishing business related blogs and articles on the news website

Communications Manager

Rotaract Club - AUI

- Organising fund raising galas (600+ Guests)
- Clothes and food donations for small villages in Ifrane's area (5+ villages) Circumcision yearly event for the children of Ifrane (550 +)
- Sports Day for high schools in the region inside the university (10 +)

INTERNSHIPS

SOCIÉTÉ GÉNÉRALE Bank. (2012)

- Job Shadowing the manager of the agency at Société Générale Bank Morocco.

ThyssenKrupp Industrial Solutions, Morocco (Mai 2016- November 2016)

- Assistance in the hiring process for the JAIM project that required hiring +70 new entrants.
- Establishment of the payroll elements of new hires.
- Insurance records
- Needs assessment and establishment of job descriptions

INTERESTS

- Skydiving
- Motor Gliding
- Hiking
- Travelling
- Painting
- Reading

OTHER EXPERIENCES

Marketing Analyst - Freelance

AI GAMING | Oxford (October 2019 - February 2020)

- Organizing AI Gaming Hackatons across universities along microsoft student partners
- Assisting the marketing team with marketing material such as designs and ad campaigns
- Building databases and marketing strategy for Seatspy.com

HR Generalist

ThyssenKrupp Industrial Solutions, Morocco (December 2016 - October 2017)

- Managed the recruitment process
- Assisted in the development and administration of procedures, and guidelines to help align the workforce with the strategic goals of the company.
- Development and revision of Human Resources policies for the company when applicable.
- Monitored insurance and legal policies of employees with clients

LATEST PROJECT

Agnita - Founder (March 2020 - Present)

- Facial recognition authentication software that automatically registers and tracks attendance, student engagement scores, grants school access and provides real-time campus security alerts.