

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 - Present : 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 INTELClIA Group

## 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 teams

## 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 Talent Academy".
- 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 : UK Consumers' perceptions on the applications of facial recognition technology for marketing in retail stores
- Courses :
  - Customer insight and engagement
  - Consumer behavior
  - Analytics
  - Global Marketing strategy

### Al Akhawayn University

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

Exchange semesters

- 2015: Tilburg university - Netherlands
  - Consulting for HRD
  - Statistics
- 2014: Georgia Southern University - USA
  - Human capital management
  - Financial Analysis
  - Operations management
- 2013: University of California Berkeley- USA
  - Psychology
  - Mediation theories

## VOLUNTEER 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

### Head of Digital Strategy - Freelance

#### Maison des cours | Paris ( February 2020 - Present )

- Web development
- Brand and communications development
- Marketing and social media strategy and campaigns

### 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.

## LET'S WORK TOGETHER!

07 30 74 97 023

Ghitaelhaitmy@gmail.com |

Ghita@finderr.cf

linkedin.com /Ghita-ElHitmy

http://ghitaelhaitmy.me

Github.com /Ghita116

Instagram.com/moroccanritz

Oxford, England.