# BRIKSINE AYA

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## PROFESSIONAL SUMMARY

A digital transformation expert with experience in project management, CRM implementation, and enhancing operational efficiency. Proven ability to lead cross-functional teams, implement digital tools, and drive business growth. Strong technical proficiency in CRM, project management, and data analysis software, coupled with excellent communication and organizational skills. Fluent in English and French.

## PROFESSIONAL EXPERIENCE

**Digital Transformation Consultant**                                                    September 2023 – Present
**DB Growth**

- Assisted clients in implementing digital transformation strategies.
- Analyzed business processes and recommended technology solutions.
- Collaborated with multidisciplinary teams to ensure project success.

**Digital Transformation Specialist**                                                    Mai 2023 - Mai 2024
**BROS-COM**

- Led digital transformation initiatives that enhanced revenue growth and improved operational efficiency.
- Implemented innovative digital tools, including a CRM system, which significantly increased sales productivity.
- Worked with SAP Ariba and Supplier OCPGroup platforms to integrate the business into online marketplaces.

**Digital Transformation Intern**                                                    November 2022 – May 2023
**BROS-COM**

- Managed digital transformation projects by coordinating teams and resources.
- Monitored project progress and maintained regular communication with stakeholders.

**IoT Intern**                                                    March 2022 – July 2022
**Green Energy Park**

- Developed web and mobile applications for monitoring environmental project data.
- Researched sustainable energy solutions and contributed to project planning.

## EDUCATION

**Virtual assistance training**                                                    Sep 2024 – Now
ALX Africa

**Professional Bachelor's Degree in Industrial Operations Engineering and Digitalization**                                                    2019 – 2022
Mohammed VI Polytechnic University (UM6P)

**DEUG in Physical Matter Science**                                                    2017 – 2019
Université Cadi Ayyad

## STRENGTHS AND EXPERTISE

- Project Management Tools: JIRA, Asana, Microsoft Project
- CRM Systems:  HubSpot CRM, SAP Ariba
- Data Analysis & Visualization: Tableau, Power BI, Google Analytics
- Collaboration & Communication Tools: Microsoft Teams, Slack, Zoom
- Office Suite Proficiency: Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Cloud Services: Google Cloud Platform
- Design & Prototyping Tools: Figma, Adobe illustrator , Photoshop.
- Languages: Fluent in aArabEnglish and French