Zohra Amel Ouferhat
613-793-4415
zohra.amel.ouferhat@gmail.com
zohramelouferhat.netlify.app/
Ottawa, Ontario

SUMMARY

Engineer in Mathematics and Computer Science with a specialization in Distributed Networks and Computer Systems. Proven experience managing cross-functional projects across IT infrastructure, web development, and branding. Led digital transformation initiatives, branding rollouts, and contributed to the launch of a creative web agency as the primary manager. Trilingual in French, English, and Arabic, an asset for managing diverse teams and effectively communicating with a wide range of clients. Skilled in aligning client goals with strategic planning, managing teams, timelines, and budgets, while ensuring successful project delivery and strong stakeholder engagement.

LANGUAGES   French, English, Arabic

CORE SKILLS

- Project Lifecycle Management
- Team Coordination & Task Delegation
- Client Relations & Requirement Gathering
- Digital Strategy & Planning
- Budgeting & Cost Estimation
- Agile Workflow & Deadline Management
- Cross-Functional Team Leadership
- Technical Documentation
- CMS, SEO & Analytics Awareness

WORK EXPERIENCE

Web Administration Team Lead (Volunteer position)   March. 2025 - Present
Arteast Ottawa • Ottawa, Ontario

- Coordinated and led a small team of web administrators to maintain and improve Arteast Ottawa's website.
- Managed task assignment and timelines using Trello; implemented workflows to improve task visibility and completion rates.
- Facilitated onboarding sessions and training for new volunteers, helping team members become autonomous and confident.
- Led collaborative meetings to review website updates, resolve technical issues, and align with organizational goals.
- Contributed to redesign planning by reviewing structure and user experience and collecting improvement ideas from stakeholders.
- Supported accessibility improvements and ensured consistent updates for community visibility.

Head of Digital and Visual Communication   April. 2020 - September. 2024
Serge Tagliaboschi SARL • Montreux, Switzerland

- Led end-to-end IT, branding, and web projects across a multi-company group.
- Managed the creation and launch of a new in-house creative web agency.
- Oversaw team operations, delegated responsibilities, and ensured timely delivery.
- Planned and delivered cohesive digital strategies across departments.
- Supervised visual branding, marketing materials, and digital communication.
- Managed budgets, created project scopes, and coordinated with stakeholders.

- Delivered regular performance reports and streamlined internal workflows.

Web Developer   2022 - 2024
William & Turner - Spain

- Led the full lifecycle of a web development project for a grading service platform, from business requirements gathering to deployment.
- Defined project scope, timelines, and deliverables in collaboration with the client, ensuring alignment with business goals.
- Designed and developed the full-stack solution using HTML, SCSS, JavaScript (frontend) and Firebase Functions, Firestore, and Authentication (backend).
- Planned and implemented secure, responsive architecture, ensuring optimal usability and performance.
- Coordinated testing, feedback loops, and iterations to continuously improve the product based on client and user input.
- Managed deployment, hosting, and domain setup, delivering a production-ready e-commerce solution that supported real-time order processing.

Freelancer   2020 - 2024
Self-Employed - Algeria

- Managed end-to-end freelance projects, overseeing planning, design, development, and delivery of digital and visual communication solutions.
- Led client discovery meetings to gather business requirements and translated them into project scopes and timelines.
- Created branding assets (logos, brochures, social media kits) and developed custom WordPress and React-based websites tailored to client needs.
- Handled all client communications, budgeting, and milestone tracking, ensuring timely and satisfactory delivery.

EDUCATION

Master's degree in mathematics and computer science   September 2018 - September 2019
Distributed Computing Systems and Networks
USTO - MB • Oran, Algeria

Bachelor's degree in mathematics and computer science   September 2016 - July. 2017
Computer Systems
USTO-MB • Oran, Algeria

High School Diploma   September 2014 - June 2015
Experimental Sciences
Independent Candidate • Oran, Algeria

High School Diploma   September 2013 - June 2014
Experimental Sciences
Lycée Cheikh Abd El Kader El Yajour • Oran, Algeria