

# Oussama Boumiza

## Digital Operations & Marketing Specialist

Computer Science graduate with expertise in digital operations, CRM management, marketing automation, and project leadership. Skilled at optimizing organizational workflows, executing data-driven strategies, and implementing innovative digital solutions to enhance growth. Experienced in managing cross-functional teams and delivering measurable results in digital platform management, lead nurturing, and campaign automation.



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## EDUCATION

### National Diploma in computer science ISSAT

12/2018 - 06/2021

Sousse

#### Courses

- Information Systems & Data Analysis
- Digital Platforms & System Optimization
- Programming & Automation

## PROFESSIONAL EXPERIENCE

### Country director AIESEC in Belgium

08/2024 - Present

Belgium-Brussels

2024–2025: Managed Marketing & Operations nationally, overseeing strategy execution, recruitment campaigns, lead nurturing, and process optimization to strengthen organizational performance. 2025–2026 (Elected): Serving as President of AIESEC in Belgium, responsible for leading the national team, setting strategic direction, and ensuring the growth and impact of the organization across the country.

#### Tasks completed

- Oversaw national digital operations, including CRM workflows, recruitment automation, and performance dashboards to improve organizational efficiency.
- Directed end-to-end digital strategy execution across marketing, communications, and member management platforms.
- Implemented data-driven processes to strengthen lead nurturing and optimize campaign results.
- Led the national leadership team, aligning digital tools, workflows, and strategy to achieve growth and operational excellence.

### National Head of Information Management AIESEC in Tunisia

10/2019 - 07/2024

Sousse

First-ever National Head of Information Management in AIESEC Tunisia, establishing the Information management function from scratch and leading the department to win the AIESEC Global Award for Best IM Department at the International Conference in Egypt.

#### Tasks completed

- Design and implement national information management strategies, systems, and processes.
- Oversee the collection, analysis, and reporting of organizational data to support decision-making.
- Train and support local committees on data management best practices.
- Ensure data integrity, accuracy, and security across all platforms.
- Collaborate with other national leaders to maintain information for strategic growth.
- Represent the national IM function at regional and global forums, showcasing achievements and innovations.

## SKILLS

CRM Management

Email Marketing

Audience Segmentation

Data Analytics

Reporting Dashboards

Digital Platform Management (WordPress, UX/UI basics)

Automation

Workflow Optimization

IT Support

Tech Operations Coordination

Project Management

Cross-Functional Team Leadership

Digital Strategy

Stakeholder Engagement

Analytical & Data-Driven Mindset

Communication

Collaboration Skills

## PERSONAL PROJECTS

### OST Program Finalist – Columbia Engineering & Partners (06/2023 - 02/2024)

- Selected as a finalist in the Open Startup (OST) Program, an international entrepreneurship and innovation initiative.
- Collaborated with global partners including Columbia Engineering, Columbia Business School, U.S. Embassy Tunis, AfricInvest Group, and AfricaGrow.
- Gained hands-on experience in startup development, business strategy, and innovation with exposure to international ecosystems in Tunis and Amman.

### Global Information Management Projects (AIESEC International) (06/2024 - 02/2025)

- Managed 5 IM projects including AI chatbot, membership platform, data analytics, automated global contact list, and auditing platform.

### Jellyfish Automatic detector System (02/2017 - 03/2017)

- Silver medal (2nd place) in I-FEST2 (2017) with this innovation ORGANIZATIONS

## ORGANIZATIONS

### JCI Junior Akouda (06/2015 - 08/2017)

Public Relations Vice President

### ATAST (06/2015 - 08/2018)

Robotic coach - Kids club coordinator - Trainer A

## PROFESSIONAL EXPERIENCE

### Global Information Development Chair AIESEC International

06/2024 - 02/2025

Quebec/Montreal (Online)

AIESEC International is a global, non-profit, youth-led organization that develops leadership skills through international internships, volunteer experiences, and professional development programs. Operating in over 100 countries, it connects young people with opportunities to create a positive impact, fostering cross-cultural understanding, social responsibility, and global collaboration. Link to Membership experience platform: <https://www.mexa.aiesec.org>

#### Achievements/Tasks

- Led five major global information management projects, driving innovation and digital transformation across AIESEC International.
- Developed an AI chatbot for customer support, enhancing responsiveness and engagement for internal and external stakeholders.
- Built a platform for membership and experience enhancement, enhancing member management and engagement globally.
- Designed and implemented data analytics systems to extract insights from organizational platforms and improve decision-making.
- Created an automated global contact list, improving communication efficiency across national committees.
- Developed an auditing platform for internal policies, ensuring compliance and standardization across the organization.
- Coordinated cross-functional teams and stakeholders globally to deliver impactful, scalable information solutions.

### Marketing Specialist Envast

06/2022 - 06/2023

Sousse

Focused on managing digital marketing operations by combining content creation with process optimization, marketing automation, and data-driven performance improvement.

#### Tasks completed

- Managed digital content operations, from strategy to execution, optimizing online engagement across platforms.
- Collaborated with cross-functional teams to implement marketing automation workflows and enhance campaign delivery.
- Enhance data analytics (engagement metrics, campaign performance dashboards) to refine targeting and improve ROI.
- Supported the integration of digital platforms and tools to enhance customer experience and operational efficiency.

### International Negotiator OZEOL

01/2022 - 06/2022

Sousse-Tunisia

OZEOL is a multinational corporate specializing in connecting global clients with Chinese manufacturers. The company focuses on facilitating international trade, managing cross-cultural negotiations, and ensuring high-quality production and delivery standards for its diverse clientele, including European markets.

#### Achievements/Tasks

- Negotiated contracts between Chinese manufacturers and French clients, ensuring favorable terms.
- Utilized CRM systems to track leads, client interactions, and streamline operations.
- Conducted client prospecting, expanding the company's international portfolio.

### Intern - Mobile Application Development ENOVA Robotics

02/2021 - 07/2021

Sousse-Tunisia

ENOVA Robotics is a tech company specializing in innovative robotic solutions for healthcare, aiming to enhance patient care and operational efficiency through advanced robotics and digital technologies.

#### Achievements/Tasks

- Developed a mobile application to remotely control a medical robot, enabling doctors to monitor and interact with patients without being physically present in the hospital.
- Designed user-friendly interfaces and implemented secure communication protocols for real-time robot control.
- Collaborated with engineers and healthcare professionals to align the application with practical medical needs.

## ORGANIZATIONS

### Vice president of the marketing & Information management (02/2022 - 01/2023)

Led local marketing strategy, campaigns, and branding to attract members and participants. Managed organizational information systems and data tracking to improve decision-making and performance.

### Vice president of the marketing organization committee for the national conference (04/2021 - 08/2021)

Creation of promotional content for all members of aiesec (about 1000 members) and team management.

### Social media manager for AIESEC in Tunisia (06/2022 - 02/2023)

## LANGUAGES

#### Arabe

Professional Working Proficiency

#### French

Professional Working Proficiency

#### English

Full Professional Proficiency

#### German

Limited Working Proficiency

## INTERESTS

Digital Operations & Automation

Data Analytics & Insights

Process Optimization

Project management

Technology-Driven Solutions

Digital Communication & Engagement

Lead nurturing