



## Contact

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### Website

<https://ghitabourass.com/en>

## Expertise

- Project management
- Client and vendor relationship management
- Heterogenous team coordination
- Ressource planification
- Analysis tools : Excel, SPSS, Google analytics, tag manager
- Digital tools : Conformat, Decipher, notions of HTML / Javascript, CMS Wordpress, Photoshop

## Languages

French/ Arabic (Ma) - Bilingual

English - Fluent (daily use in work settings)

Spanish - Intermediary

# Ghita Bourass

## Project manager

After 5 years as a project manager in a client-facing role in the market studies field with more than 800 projects successfully carried out, I am now looking for a position in project management and/or marketing.

## Experience

### Aug 2023 - May 2024

Norstat | Paris

#### Chef de projets senior

- Successfully coordinated more than 350k of revenue worth of quantitative market research studies for multi-sector clients
- Facilitated high client satisfaction by proactively sketching project route with the clients
- Crafted sales bids in conjunction with sales teams
- Monitored active fields and data collection
- Upheld Norstat's quality standards with regular data quality controls

**norstat**

### Mar 2019 - Jul 2023

Toluna (Harris Interactive) | Paris

#### Project delivery manager

- Supervised the delivery chain, from organizing internal resources locally and internationally to managing vendor relationships and offers, to increasing client satisfaction
- Led several large scale projects (up to 1 mil. € revenue each) with different stakes and challenges : growing key accounts loyalty (ex: Axa, Danone, LVMH), maximizing output on lean ressources in key periods of the year, active problem-solving
- Effectively managed client relationships and satisfaction : achieved an average of 4 out of 5 in client satisfaction surveys
- Outlined recommendations and advice towards the client
- Mastered rapidly the different processes of projects for Harris and Toluna
- Took on the mentoring and training of collaborators within the team.

**toluna**

**harris interactive** **KURUNDATA**

### Sept 2017 - Aug 2018

Hanes Brands (Dim) | Paris

#### Market research apprentice

- Mapped the market's past macro-trends (> 10 years) and spearheaded the creation of a long-term report to help in forecasting market changes
- Designed recommendations on channels to prioritize and highlighted weaknesses and strengths of the brands in the French market
- Assessed brand performances and tracked the evolution of consumer profiles through distributor panel GfK and consumer panel Kantar
- Coordinated briefs with internal teams and managed communications with vendors
- Carried out several in-house training workshops for GfK and Kantar tools

**HANES Brands Inc** **DIM PARIS**

### Jun - Aug 2016

Luzaz | Cairo

#### Digital marketing assistant

- Assessed and monitored the company's digital performances and KPIs: Google ranking (through Google Analytics and Alexa) and social media presence
- Benchmarked the on-page SEO strategies of Luzaz

**LUZAZ**

## Education

2015-2018

### Master's Degree

Neoma Business School (Rouen)

2013-2015

### Classes Préparatoires aux Grandes Ecoles (ECS)

Lycée Michelet (Paris)