GHITA BOURASS



PROJECT MANAGER, PMP®

Project Lifecycle management, Planning & Process improvement, Client delivery
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PROFILE

PMP Certified Project Manager with 6+ years of experience leading complex international client projects from initiation through delivery. Experienced in project planning, stakeholder management, resource coordination, risk management, budget oversight, and cross-functional team leadership across multicultural environments. Successfully managed projects exceeding €1M while coordinating internal teams, external vendors, and international stakeholders. Passionate about delivering operational excellence, improving processes, and driving successful project outcomes across industries.

EDUCATION

Master - Programme Grande École **2015 - 2018**
NEOMA Business School - Rouen, France

Classes préparatoires aux grandes écoles - ECS **2013 - 2015**
Lycée Michelet - Paris, France

CERTIFICATES

Project Management Professional (PMP®) - Project Management Institute (PMI) **2026**
PeopleCert - PRINCE2 Project Management Foundation **2026**

PROFESSIONAL EXPERIENCE

E-commerce Entrepreneur, Floralegacy - Casablanca, Morocco **2024 - 2026**

- Founded and managed an e-commerce business selling digital products (planners, journals, stickers, etc.)
- Effectively managed Shopify stores on all aspects : strategy, content, operations, brand building
- Implemented digital marketing strategies: paid advertising, email marketing, social media

Senior Marketing Research Project Manager, Norstat - Paris, France **2023 - 2024**

- Managed a portfolio of international client projects valued at up to €400K
- Led project planning, execution and delivery while balancing scope, budget and timelines
- Coordinated internal departments and external suppliers across multiple countries
- Identified project risks and implemented mitigation strategies to ensure successful delivery
- Managed project financials including budget tracking and resource allocation
- Ensured quality standards and governance throughout project execution
- Maintained strong client relationships with an average satisfaction score of 4.3/5

Client Services & Delivery Project Manager, Toluna - Paris, France **2019 - 2023**

- Managed end-to-end delivery of international client projects from initiation through closure
- Oversaw a strategic international tracking project across 25+ countries, representing more than €1M in annual revenue
- Planned project scope, schedules, resources and deliverables while ensuring alignment with client objectives
- Coordinated cross-functional teams including operations, scripting, translation, sampling and data processing teams
- Managed project risks, dependencies and issue resolution throughout the project lifecycle
- Maintained project quality and ensured delivery within scope, schedule and contractual commitments
- Led stakeholder communication and provided regular project updates to international clients
- Built long-term client relationships while maintaining an average satisfaction score of 4/5

KEY SKILLS

Project Planning & Scheduling	Stakeholder Management	Risk & Issue Management
Resource Tracking & Monitoring	Cross-Functional Leadership	Quality Assurance

ADDITIONAL INFORMATION

Languages : French/ Arabic (bilingual), English (fluent), Spanish (business proficiency)
PM tools : MS Suite, Notion, Trello, Clickup
Interests: Cinema, Reading, Drawing, Journaling