

Ghazi Chaâr

✓ ITIL V3® Certified

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Thanks to my three years' experience as a digital consultant within Ernst & Young, and as a digital communication specialist within a telecom operator, as well as my independent experience as a French/English/Arabic freelance translator, I believe I possess the necessary skills and experience you are seeking and would make a valuable addition to your project.

Core Competencies

- Perfectly trilingual with excellent oral and written skills:
 - ✓ **French:** Native/Bilingual Proficiency (CEFR Level: C2) – TEF Certification
 - ✓ **English:** Full Professional Proficiency (CEFR Level: C1) – IELTS Certification
 - ✓ **Arabic:** Native/Bilingual Proficiency (CEFR Level: C2)
- Advanced knowledge of spelling, grammar, punctuation and use of style manuals
- Strong understanding of mathematics and accounting functions
- Large experience working on complex digital transformation and change management projects
- Strong communication skills and deep knowledge of online and offline marketing strategies
- Excellent mastery of Microsoft Word, Microsoft Excel, Adobe Acrobat/PDF-XChange
- Excellent organization and time management skills with full mastery of project management tools
- High-level attention to detail and accuracy
- Highly motivated, passionate and flexible

Professional Experience

Since 10/2018

Consultant then Senior Consultant | Technology Consulting - EY, Tunisia

Consulting, digital strategy development and change management services for governments and large companies in the technology, telecommunications and media sectors.

- Support the completion of strategic management consulting missions in the GPS (Government & Public Sector) and TMT (Telecommunication, Media and Technology) sectors and accompany governments and private companies in their digital transformation programs;
- Provide perspectives and solutions to rapidly develop, launch, and grow transformational products, platforms, new businesses, and strategic partnerships with and for clients;
- Conduct research, benchmarking, data collection and analysis activities required for the missions;
- Facilitate workshops with clients using innovative approaches (Design Thinking, Creative Problem Solving, Lean Startup ...);
- Identify and analyze opportunities and obstacles clients face in global and increasingly competitive markets, develop new business models to bring to life ideas, increase efficiencies and profitability for existing offerings, or determine optimal routes to market for new or existing products and services;
- Identify issues, create hypotheses, and execute analysis, developing decision-ready recommendations to inform the strategic agenda for our clients;
- Inform and enable clients to take actions, developing practical roadmaps and plans to invest in, allocate resources, execute, and manage strategic recommendations;
- Produce quality deliverables/presentations with respect to deadlines based on EY frameworks and tools;
- Draft technical and commercial proposals (RFI/RFP);
- Support managers in the development of new offers/business activities and in the prospection of new customers;
- Coaching and mentoring junior consultants.

Main missions:

- ✓ **« Tunisie Digitale 2025 » mission- Tunisia (2020):** Support the Tunisian Ministry of Technology and Digital Economy and the World Bank Group in developing Tunisia's Digital Strategy Plan 2025.
- ✓ **« Topnet's 2024 Strategic Plan » mission - Tunisia (2019-2020):** Support Topnet (Tunisian Internet service provider) in the development and diversification of its activities and updating its 2020-2024 strategic plan.
- ✓ **CGAP (Consultative Group to Assist the Poor) mission - Arab World (2019):** Landscape study of Fintech solutions in the Arab world (Egypt, Jordan, Lebanon, Morocco, Tunisia, UAE).
- ✓ **ONATEL mission - Burundi (2018):** Support ONATEL (Burundi's incumbent Mobile Operator) in the marketing and sales of its new mobile offers following the extension of its 3G and 4G network.

From 09/2017 to 09/2018

Digital Communication Specialist – Sofrecom (part of Orange Group), Tunisia (NOC 1123)

Enhance Sofrecom's and Orange's brand and positioning on the market. Achieved tasks are as follows:

- Creating and managing content for social media (Facebook, Twitter, Youtube and LinkedIn);
- Writing and planning posts, optimizing the editorial line, community management and strategic market intelligence;
- Reporting and performance monitoring, analyzing KPIs and optimizing digital campaigns;
- Participating in the development of Marketing & Communication strategies for the DIESE (Data Intelligence Enablers & Software Environment) department of Orange France;
- Creating service catalogs with the description of Orange France's DIOD (Data Intelligence On Demand) platform offerings;
- Moderating the "Orange Business Analyst" and "Orange Dataminers" communities on Piazza (Orange's internal social network with more than 100,000 users worldwide)
- Designing, writing and publishing the Orange Bank weekly newsletter;
- Mapping of Orange's customer experience for complaints process through the digital channel.

From 01/2015 to 10/2015

Community Manager – Access Content Agency, Tunisia

Develop and manage the e-reputation of Tunisian and international brands on social networks (brands: Volkswagen, Skoda, Monoprix, Danone, Carthage Land). Achieved tasks are as follows:

- Designing and copywriting the editorial planning of the brands;
- Publishing posts on different platforms (Facebook, Instagram, Twitter, LinkedIn, Youtube);
- Managing online advertising campaigns;
- Identifying trends and creating content;
- Monitoring and reporting of KPIs and performing market intelligence.

Volunteer and Freelance Experiences

- Volunteer Communication Coordinator of "Winter warmth – Tunisia" (an organization supporting poor Tunisian families)
- Freelance translation, subtitling and proofreading services (English/French) on "Upwork" platform

Education

From 2015 to 2017

Master's degree in business management - Mediterranean School of Business, Tunisia

Major: Marketing / 2 years full-time (First-class honors)

- Accredited by the London-based AMBA (Association of MBA)
- Accredited EPAS by EFMD (European Foundation for Management Development)

From 2012 to 2015

Bachelor's degree in marketing - Tunis Higher School of Business, Tunisia

3 years full-time (First-class honors)
