

## LAMYAE DAOUSSI

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Marketing professional with 13 years of experience within 2 IT services & Consulting companies. Self-driven, reliable, detail-oriented, organized, team player and can work autonomously, learn fast, result-driven, customer satisfaction oriented, flexible, agile, and adaptable to change, having worked in fast-paced agile companies continuously evolving. I am looking for my next opportunity to support my growth while I contribute to achieving the organization's desired results.

Qualifications highlight	Tools	Languages
<ul style="list-style-type: none"><li>• Marketing Management</li><li>• Event Management</li><li>• Project Management</li><li>• Data management</li><li>• Multi-tasking</li><li>• Confidentiality</li></ul>	<ul style="list-style-type: none"><li>• Microsoft (Excel, Word, PPT, Outlook, Teams, OneNote, Visio, SharePoint, Yammer, Power BI)</li><li>• Monday.com, Salesforce, Mentimeter, Sprinklr, Ariba, Slack, Qlikview, Aprimo, SAP GUI</li></ul>	<ul style="list-style-type: none"><li>• English (Fluent)</li><li>• French (Fluent)</li><li>• Arabic (Fluent)</li><li>• Spanish (Beginner)</li></ul>
		References
		<ul style="list-style-type: none"><li>• Amber Tarr (Accenture)</li><li>• Christine Miles (Accenture)</li><li>• Susanne Ejsted Isaksson (HPE)</li></ul> <p><i>Emails can be sent by request.</i></p>

### Experience

**Marketing Operations Senior Specialist - Global Strategy & Consulting,  
Marketing and Communications (100% Remote – Contract) - 2019 – 2022**  
Accenture



#### **Marketing Operations: Process creation, Management, Maintenance & Reporting**

- Creation of operational step-by-step guides, processes, forms, decks, templates & checklists
- Administrative tasks: scheduling and updating meetings, meeting minutes, drafting emails, consolidating any information received by the AD and rerouted to me, supporting with any ad-hoc project by request of the Associate Director, assisting with preparation of regularly scheduled reports, maintaining contacts list, supporting with the employees travel process
- Double check material created by the team for compliance with the Brand guidelines
- Documentation of processes best practices
- Project Management: daily management of various projects, coordination with various stakeholders, tracking progress and status reporting
- Integrated Planning & Campaigns: Point of contact for S&C M+C: Creating and sending communications on updates and required actions, Marketing campaign management, Analysis, and report creation and distribution
- Train marketing staff and new operations team joiners as needed
- Support streamline the operations process
- SharePoint site design for the S&C team with specific site permissions
- Distribution Lists management & maintenance in online site & offline document (creation, update, deletion, extensions)
- Management & maintenance of the S&C MS Teams groups
- Technology access for new employees & external resources
- Office supplies procurement for operations team new joiners
- Storage solutions research and presentation – Documents Migration plan and execution
- Creation of various types of Communications as needed & management of communications content needs
- Creation of shared inboxes and set-up in Outlook
- Management of the operations shared inbox: Support marketers & leadership requests & ensure internal client satisfaction with a quick turnaround
- Documents & tools regular maintenance

- Provide support to leadership and team members on any other operations projects
- Act as backup for the S&C Marketing Operations Lead during her absence.

**People Operations: Process creation, Management, Maintenance, Reporting**

- Headcount & Contractor roster data audit, analysis, visualization, and reporting
- Management of the People Operations shared mailbox: Support Marketers & Leadership requests with a quick turnaround
- Provide guidance & support marketers' backfill & new roles requests working closely with Global HR & recruiters
- Interlock with various stakeholders: S&C & M+C Finance, HR, Recruiting, Marketers, etc.
- People movements management (new hires, acquisition, transfers-in & out, departures, etc.) tracking & updating various tools & files to ensure updates resulting from the movement are performed promptly
- Organizational Charts creation, update & reporting
- Support leadership and team members projects as needed

**Finance Operations Management** *(This role was later split into 2 roles):*

- Management of the S&C Marketing master budget tracker
- Marketing & Business Budgets Reconciliation: Creation of all S&C marketing 6 services & 19 industries individual budget trackers, with monthly & quarterly budget analysis
- Management and tracking of budget re-forecasting requests
- Annual Integrated Planning & Campaigns budget consolidation
- Purchase Order creation, Journal Entries, Accruals, Invoices research, and follow-up
- Utilization reports audit and follow-up with HR & Finance for accuracy
- Train marketing staff and new team joiners as needed
- Creation of PowerPoint decks on finance training
- Follow-up with various stakeholders and consolidation of their input
- Month-to-date, Quarter-to-date, and Year-to-date financial reports creation & communication
- Support S&C marketing staff with their finance questions and requests
- Writing communications (Budget status, finance deadlines reminders, updates, etc.)
- Management of the budget folder in Teams/SharePoint (Back-end) with special permissions for each team budget folder.

**Achievements:**

- High internal client satisfaction rate for requests coming through the Operations & People mailboxes
- Streamlined operations processes, on-the-go material, and templates, ensuring efficiency & quick turnaround
- Achieved the organization's objectives by successfully delivering the assigned projects, including fire-drill projects

**Transformation Workshops lead & Signature events coordinator - EMEA EG Marketing Operations (Hybrid) - 2015 – 2018**

Hewlett-Packard Enterprise (HPE) - Region: Europe Middle East & Africa



- Developed and executed EMEA marketing growth plan
- Coordinated several projects simultaneously
- Documented and created communications on success stories
- Monitored the creation of an efficient workshops tracking system
- Supported with various administrative tasks as needed
- Promoted the programs & events & created content & promotional material
- Providing senior management with briefing notes
- Reported regularly to management & all various stakeholders
- Managed the budget using Microsoft Excel

**Achievements**

- Targets overachievement: 134% in numbers (25% Year over year) & 280% in \$.
- \$ 20M+ new opportunities generated (82% Won) for "Reimagine" tradeshow events
- Successful events (VP testimonial) & positive feedback from the marketing managers

- Increased awareness and better control of the process vs. the previous year.

### **Executive program & Large account segment marketing (Hybrid) - 2014 – 2015**

Hewlett-Packard Enterprise (HPE) - Region: Europe Middle East & Africa



- Led signature events projects work-streams under the Project Manager's lead
- Coordinated the creation of Customer Reference videos
- Coordinated the set-up of One-to-few Mobility workshops & executed the plan across EMEA
- Supported with various administrative tasks as needed
- Analysis, tracking, and reporting the Return on Investment (ROI) for sponsorship events
- Managed the team budget using Microsoft Excel

### **Junior Marketing Manager (Hybrid) - 2012 – 2014**

Hewlett-Packard (HP) - Region: Africa Technology Services, then Algeria, Tunisia, Libya Enterprise Group



- Conducted market research
- Managed the marketing budget
- Created marketing content for various marketing channels such as social media, email campaigns, blogs, and other promotional materials
- Measured campaign effectiveness
- Managed marketing campaigns end-to-end including planning, execution, and reporting
- Collaborated closely with internal teams to ensure that marketing efforts align with business goals
- Managed external vendors and agencies to support marketing activities such as advertising, PR, and event management
- Created marketing collateral and reports for internal and external audiences
- Brand management to ensure consistency in brand messaging and guidelines across all marketing channels and materials
- Prepared regular reports and presentations on marketing activities and results for senior management and other stakeholders.

### **Internships (On-site) - 2009 – 2012**

- Junior Marketing manager, Technology Services, Africa, at Hewlett-Packard
- Assistant to the department store manager at Marjane
- Email marketing & market research at Wintek
- Assistant Brand Manager at Edicom

### **Volunteering**

- Translator and translations Reviewer for TED (French/English)
- French Translator for the Breast Cancer organization website "Dense Breasts Canada."

### **Education**

#### **Master's degree - Marketing and sales development - 2010**

Ecole Nationale de Commerce et de Gestion (ENCG) Settat - Morocco

#### **Bachelor – Business management - 2008**

Faculté des Sciences Juridiques, Economiques et Sociales - Université HASSAN II Casablanca, Morocco