



Amal Mabrouki

PMP® Project Manager | Business & Digital Transformation | Data & Impact

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📍 Tunisia
🌐 Portfolio-site
🔗 LinkedIn Profile

Languages

English	French	Arabic
Fluent	Native	Native
C1/C2	C1/C2	C1/C2
German	Spanish	
Basics	Basics	
A1/A2	A1/A2	

Skills

Project Management

- Project Coordination, Planning, Governance
- Risk, Issue & Change Management
- Project Documentation (ToRs, WBS, Project Plans, Reports)
- Stakeholder Management, Meeting Facilitation & KPI Tracking
- Agile, Scrum, Lean, Waterfall

Business & Analytics

- Business & Market Analysis
- Business Intelligence
- ESG & Impact Measurement
- Vendor Management

Digital Tools

- Jira, Confluence, Trello, MS Project
- Power BI, Excel
- Python / SQL (Basic)
- Microsoft 365 (Good)

Core Strengths

- Strategic Thinking
- Analytical Problem-Solving
- Project Execution & Delivery
- Initiative, & Ownership.

Summary

PMP®-certified Project Manager with experience delivering digital transformation, sustainability and entrepreneurship initiatives across corporate, NGO and entrepreneurial environments. Experienced in project planning, PMO coordination, stakeholder management, KPI tracking and management reporting, with a strong analytical and business background.

Experience

Independent Projects & Venture Development

Tunisia | International

Project & Business Development Lead

2024 - Present

Conceived and developed business ventures across B2C e-commerce, B2B business services and digital solutions, from concept through implementation.

Selected ventures: **Tanith & Co** • **Tanith Group** • **SiteOra**

- Developed business models, propositions and market-entry strategies through market and competitive analysis.
- Planned and implemented digital platforms, websites and operational workflows.
- Led commercial strategy, positioning and early-stage business development.
- Applied AI-assisted research and outreach to support market intelligence and prospecting.
- Coordinated suppliers, external resources and digital tools to deliver venture activities.

Deutsche Post and DHL Group-AG

Bonn, Germany

Junior Project Manager- AIESEC Upgrade Program

Apr 2022- Apr 2023

Sustainability: Corporate Development- Clean OPS

- Benchmarked competitor subcontracting models to support an optimized operating and management approach.
- Prepared executive-level CO₂ reporting and presentations for decision-making.
- Tracked project deliverables and supported PMO activities for a global energy strategy.

Corporate IT: Blockchain Center of Excellence

- Coordinated planning, stakeholder communication and implementation activities for client blockchain initiatives.
- Contributed to project roadmaps, stakeholder meetings and cross-functional coordination.
- Managed a 6-month blockchain training programme from planning to launch, coordinating senior management and external suppliers.

RET

Tunis, Tunisia

Digital Project Manager

Aug - Oct 2024

- Coordinated the implementation of a digital entrepreneurship programme supporting screening 80+ startup applications and selecting the first cohort of 10.
- Built a full WBS and project plan, recovering the milestone schedule after an initial delay.
- Created a PM dashboard consolidating key project components for the team.
- Defined ToRs for training and communications consultations.

Tunisian American Enterprise Fund-TAEF

Tunis, Tunisia

Fellowship, Junior Project Manager IMS-Fabskill

Feb - Jun 2020

- Selected 20+ IRIS KPIs to design a tailored ESG Impact Management System.
- Defined data requirements and collected startup performance data for the system.
- Produced management reports and improvement recommendations.
- Developed a 100+ page applied research thesis documenting the methodology and findings; awarded Honors.

Amel Group

Tunis, Tunisia

Business Engineer

Jan - Mar 2022

- Ran email/phone prospection campaigns, securing meetings with company management.
- Optimized Excel tracking sheets for project progress

TeknoLed

Tunis, Tunisia

Business Developer

Mar- Dec 2021

- Ran prospection campaigns generating new leads and markets.
- Prepared go-to-market and offer materials.

Fellowships & Distinctions

- * 7th Lindau Nobel Laureate Meeting – Economic Sciences
August 2022
Nominated by Honoris United Universities
- * TAEF Fellowship Program 2020
Tunisian American Enterprise Fund

Certifications

- PMP® – Project Management Professional | PMI | 2024
- Generative AI for Project Managers | PMI | 2024
- Scrum Fundamentals Certified (SFC) | ScrumStudy | 2023
- Lean Management Green Belt – Six Sigma | L2M | 2019
- Foundation of Business Intelligence | Google | 2023

Professional Development

- Data Fluency: Exploring & Describing Data | LinkedIn Learning | 2023
- Data Visualization in Excel | LinkedIn Learning | 2023
- Diploma in Expertise in Coaching & NLP | ENEB | 2023
- AIESEC Upgrade Program – Leadership Development | AIESEC | 2022
- Project Management | EILM | 2023
- Strategy & Sustainability | Coursera | 2024
- Corporate Sustainability | 2024
- Global Environmental Management | Coursera | 2024
- Strategic Management | Saylor Academy
- Innovation & Sustainability | Saylor Academy
- Critical Thinking Skills for the Professional | Coursera | 2024

Language Certifications

- English — Aptis, British Council | CEFR C | 2019
- French — Certificat Voltaire, Orthographe | 2019
- German — IFS German Language School | 2023
- Spanish — Spanish for Business, ENEB | 2024

Education

- Universidad Isabel I | ENEB Business School** 8.93/10
MBA – Business Administration | M.A. – Project Management Spain • 2022- 2024
Post Graduate-University Titulo Propio
- Honoris United Universities, Central Polytechnics Private School** 13.24/20
M.Sc. / Diploma in Business & Project Engineering Tunisia • 2016-2020
ENIC-NARIC equivalent: M.Sc. Level 2
- Relevant Coursework: Project Management, Business Intelligence, Data Analysis, Data Mining, Econometrics, Marketing, Quality Management, and Business Strategy.
- Associate Degree in Mathematics & Physics** 2014–2016
- Baccalaureate: National High School Diploma** 16.76/20
Mathematics

Projects

- Blockchain Training Fundamentals (DHL)** 2022–2023
Designed and delivered a corporate blockchain training program, defining KPIs and coordinating stakeholders for successful rollout.
- Venture Development (Advisory & Brand Development)** 2025
Lead a venture combining project & advisory services with the development of a new brand. Structured early-stage operations, including business development, supplier coordination, and market positioning.
- Impact Management System (Thesis)** 2020
TAEF Fellowship - Developed a KPI-based ESG impact management system, collecting and analyzing data aligned with SDGs to produce actionable insights.
- Enzyme Engineering for Climate Change (Lindau Sciathon Finalist)** July-2023
Collaborated as a team lead on a research and innovation project focused on climate change mitigation through enzyme engineering concepts during a 48 hours Sciathon.
- Game Theory in Strategic Management (Academic)** 2019
Analysed the implications of applying game theory scenarios and management strategies to predefined business and market cases.

Early Career Experience

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- FRTN Technologies — Account Program Manager** | Dec 2021–May 2022 (freelance)
Supported startup programmes, founderS coordination and ecosystem engagement.
- GTC Consulting — Project Support Intern** | Aug–Sep 2019
Supported project tracking, reporting and training coordination.
- Amen Bank Headquarters — Business Analysis Intern** | Jul–Aug 2018
Supported business-case analysis and credit-risk assessment.

Volunteering & Communities

- Project Management Institute (PMI)** Jul 2024-Present
Volunteer / Professional Community Engagement
- Lindau Mentoring Hub (Germany)** Aug 2022-Present
Mentor & Mentee / Community Engagement
- AIESEC (Bonn-Germany)** 2022-2023
Volunteer / Leadership & International Engagement
- Tunisian American Enterprise Fund (Tunisia)** 2020-Present
Professional / Alumni Engagement