

# Khalil Gdoura | Statistician & Information Designer

Based in Toronto, Canada ■ Occupational Status : Consultancy Business Owner with focus on Digital & Knowledge Industries

► Driving license: Category B - Academic Background: Statistical Engineering & Economics

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## PROFESSIONAL EXPERIENCE (Focus: Public Accountability & Awareness)

### ► Organisation for Economic Co-operation and Development OECD - IGO

May 2019 - Dec 2022 | Technical Communication Contractor and Supplier (remote and onsite service provider)

Missions: Writing & Translation to English of Tunisia's Citizen Charter Handbook - Designing & Printing Infographics, Material and Signage for public beneficiaries.

### ► National Democratic Institute NDI Libya - NGO

April - Nov 2021 | Technical Communication Consultant and Trainer (remote and onsite service provider)

Missions: Audit of NDI's election observation partners in Libya to advise on content planning prior to the training sessions tailored for each team.

### ■ International Institute for Democracy and Electoral Assistance IDEA - NGO

Feb 2018 - June 2019 | Editorial & Information Designer (remote and onsite service provider)

Missions: Formatting MENA's handbook of electoral long-term observation from a gender perspective, plus an illustrated manual on Tunisia's 2018 local election data and legal framework.

### ■ Media Diversity Institute MDI - NGO

Apr 2017 - June 2017 | Editorial Designer (remote service provider)

Missions: Layout design of a handbook dedicated to Algerian journalists and CSOs to highlight the good practices in terms of election monitoring and reporting.

### ■ Tunisian Institute for Strategic Studies ITES - Public Body

Feb 2017 - Oct 2017 | Technical Communication Consultant (remote and onsite service provider)

Missions: Infographic design and formatting of a 200-page report "Tunisia in 2025" in three languages, aiming at providing officials and country's partners with a prospective cohort study and strategic vision regarding six axes: State and Institutions, National Defense and Security, Economy and Sustainable Development, Social Contract, Education and Culture, Diplomacy and International Relations.

### ■ WeWorld Onlus (formerly GVC Italia) - WeGov! Project - NGO

Feb 2017 - Dec 2017 | Information & Editorial Designer (remote and onsite service provider)

Missions: Design of varied material to highlight insights and outcomes of the project following its implementation in 6 countries across the MENA region.

### ► Democracy Reporting International DRI - NGO

Nov 2016 - Apr 2021 | Editorial - Information - Visual Identity Designer (remote and onsite service provider)

Missions: Visualizing legal concepts and processes for didactic books around electoral framework, decentralization, and court system. The material is intended for legal experts, deputies, and media to monitor Tunisia's democratic transition supported by the German Federal Foreign Office along with other international funders.

### ► Mourakiboun - NGO

Apr 2014 - Sep 2023 | Technical Communication Officer (remote and onsite service provider)

Missions: Designing didactic material for both public audience and NGO's teams to visualize (1) Legal framework's flaws in regards with the election and decentralization processes. (2) Outcomes of the public health service accountability project initiated by the civil society for the first time. (3) Parallel Vote Tabulation's real-time statistics yielded during the Election Days. All of the missions involved tight collaboration with legal experts, town planners, and/or health specialists.

### ■ Global Productions - Meli Melek TV Talk Show - Business

May 2014 - Apr 2015 | Data Journalist and Analyst & Information Designer (employee)

Missions: «Meli Melek» was an innovative, interactive transmedia project funded by the World Bank to explain economic matters and possible reforms inspired by experiences worldwide. I was responsible for researching, analyzing, and translating relevant into infographics and scripts handled to the designers of animated explainers videos and short films, presented by the project's TV talk show, live debates hosted by universities, and the digital media.

### ■ Democracy International DI - MENA Office - NGO

Apr 2014 - Apr 2015 | Data Visualization Officer (remote and onsite service provider)

Missions: DI is a nonpartisan organization that supports civil society and electoral authorities' efforts to build trust in the overall electoral process. To this end, my role was to help in assessing electoral data using data mining and visualization techniques including infographic design and motion graphics for storytelling.

### ■ Friedrich-Ebert Foundation - Tunis Office - NGO

Jul 2013 - Nov 2014 | Information Designer and Media Partner (remote and onsite service provider)

Missions: I teamed with legal experts to design infographics and motion graphics aiming at bringing a clear view of the different stages and odds during Tunisia's constitutional process as well as the new Charter's principles and rules amid fervent debates in a newborn democracy.

► **The Human Codex, UK - Business (Startup)**

Apr. 2018 - Jun. 2018 | **Visual Identity Designer (remote service provider)**

*Missions:* Designing branding material for the launching of an ambitious, global platform which aims at promoting legacy and lessons learnt for the generations to come.

► **Tunelyz.com - Owned Media Project**

Jun. 2012 - Ongoing | **Founder and Publication Editor**

Tunelyz is a data-driven news website and newsletter that specializes in visualizing key insights and legislation related to varied matters of our interconnected world. My primary mission is to make statistics and abstraction easy for everyone, while fostering critical thinking to prevent generalization and misinformation.

*Responsibilities:* Data Analysis and Visualization, Article Writing, Email Marketing and SMO, Public Relations, connecting with experts and open-data enthusiasts.

**(Focus: Market Research and Digital Marketing for Profits) not limited to :**

■ **Reflare, Tokyo - Business**

Oct 2015 - Nov 2019 | **Competitive Intelligence Officer (remote service provider)**

*Missions:* Watching and reporting competition and marketing opportunities worldwide across the IT & information security industries.

■ **Perleberg Pharma Partner, Hamburg - Business**

Feb. 2021 | **Market Researcher (remote service provider)**

*Missions:* Reporting dialysis demographics and market share in France.

■ **Lucky Analytics - Makeup Museum's Beauty History Book with L'Oréal USA, New York - Business**

Oct. - Nov. 2020 | **Academic Researcher and Writer (remote service provider)**

*Missions:* Retrieving regional, historical insights about beauty rituals and culture prior to writing a long-form article as part of the first inclusive Beauty History Book.

■ **Promo Logic, Gibraltar - Business**

Jul 2012 - Oct 2014 | **Online advertising manager (remote service provider)**

*Missions:* Media buying via cold outreach to implement quality link building strategy for an international agency's clients evolving in different niches.

► **SurfnTaste.com - Owned Media Project**

Jan 2012 - Ongoing | **Co-founder and Publication Editor**

Critics blogzine reviewing and rewarding inspirational digital experiences : Startups and innovative business models, alternative media, striking creatives and campaigns. Surf'n'Taste advocates for a responsible yet profitable use of Internet in the service of Entrepreneurship, Productivity, Citizen Journalism, and Multi-faceted Heritage be it natural, architectural, or intangible.

*Responsibilities:* Competitive Research, Interview Conducting, Article Writing, Basic Banner Design, Social Media Advertising.

■ **Socialbakers.com - Business**

Feb 2011 - Dec 2013 | **Local partner**

*Missions:* 1- Media partnership: Releasing reports and insights about Facebook usage in Tunisia. 2- Competitive intelligence: Watching leading local brands and media.

► **Torra.com, formerly Tounsia4ever.com - Owned Media Project**

Sep 2008 - Ongoing | **Co-founder and Digital Strategist**

Tounsia is a cultural ezine connected the women community nationwide and abroad since January 2010. Branding and community building had started two years before. The website is concerned with several themes such as citizen feminism, society and education, not to forget the various lifestyle attractions in order to sustain an effective business model. This project has been involved in event planning and coverage. Since 2012, Tounsia has become home of beginner and initiated artists evolving mainly in writing and visual arts: diaries, slam poetry, novels and short stories, illustration, caricature and painting, but also handicrafts, singing and acting. Today, the community includes 850 artists from Tunisia and abroad, across the MENA region.

*Responsibilities:*

- ▶ Community (Content) Management : Writer's Coaching, Editing, Digital Publishing,
- ▶ Digital Marketing : Social Media Optimization, Facebook & Meta Ads, Digital Analytics,
- ▶ Public Relations : Connecting with Inspirational Women and Organizations across varied niches, Event Planning,
- ▶ Business Development : Competitive Research, Prospecting Advertisers and Media, Tailoring Offers and Pricing Plans.

■ **Afrikya.com - Owned Media Project**

May 2016 - Ongoing | **Founder and Publication Editor**

Local Daily Destination Marketing across social media, cherishing Tunisians' cultural diversity and multi-faceted architecture while promoting eco-friendly activities.

*Responsibilities:* Community Management (local photographers and travelers from around the world), Short Article Writing, Social Media Optimization.

■ **ABC Webmarketing Tunis, Tunisia & CyberCité Lyon, France - Business**

Jul 2008 - Jul 2009 | **SEO Auditor (part-time employee)**

Here I immersed myself into the digital marketing industry, handling tasks as varied as SEO audit, competitive research, copywriting for on-site SEO, and social media marketing. As an intern statistician, I chose this hive to conduct my research on how to increase website's ROI by generating and modeling analytics.

## LANGUAGES PROFICIENCY

- **Arabic** : Native) ■ **French** : Bilingual proficiency : Speaking (C1) - Listening (C1) - Reading (C2) - Writing (C1)
- **English** : Full professional proficiency - IELTS Band (7) : Speaking (7.5) - Listening (7) - Reading (7.5) - Writing (6.0)
- **Persian** : Professional working proficiency (B2) ■ **German** : Limited working proficiency (B1) ■ **Spanish** : Elementary proficiency (A1)

## DIGITAL TOOLBOX

- ⊕ **Productivity**: TheBrain (desktop and cloud solutions for Project Management and Knowledge Management), Tabbles, Evernote Business, and Trello).
- ⊕ **Data visualization & Creativity**: Adobe Illustrator, Adobe Indesign, and some techniques in Adobe Photoshop.
- ⊕ **Statistical and Modeling** : R programming language (open source), SPSS, SAS, Maple, Cabri Geomerty.
- ⊕ **Database Management** : Merise (Information system modeling methodology), SQL, Microsoft Access, phpMyAdmin.
- ⊕ **Digital Marketing** : coding fundamentals, SEO audit and benchmarking packages, Google Analytics & Adwords, Facebook Pixel,
- ⊕ **General Programming**: Unified Modeling Language (UML) methodology, Delphi, C, Java, VB.
- ⊕ **Operating Systems and Office** : Linux basics, Windows, Microsoft Office 360 Business, Adobe Acrobat.

## EDUCATION



### National Engineer in Statistical Engineering

2006-2009 | Higher School of Statistics and Information Analysis (ESSAI) - Tunis

- ▶ **End of studies project**: Logistic regression model applied to web analytics to improve online media ROI and user's experience.
- ▶ **2<sup>nd</sup> year's project**: Text mining applied to 2008 US election campaign speeches, to highlight key topics discussed by each candidate.
- ▶ **1<sup>st</sup> year's project**: Stochastic simulation model for biochemical networks.



### Pre-engineering studies in Mathematics

2004-2006 | Institut Préparatoire aux Etudes d'Ingénieur - Tunis El Manar



### Baccalaureate (undergraduate degree) in Mathematics

2004 | Sadiki School - Tunis

## TRAININGS

### ⊕ Operational Excellence Frameworks

June 2019 - June 2020 | L2M, Tunis Nord, Tunisia

**Lean Six Sigma Black Belt** - Certification by ILO (International Lean Organization) - 60 hours program + Exam + Project  
Axis : in-depth breakthrough of the five-step DMAIC methodology : Definie - Measure - Analyse - Improve - Control

Nov 2018 - June 2019 | L2M, Nabeul, Tunisia

**Lean Management Green Belt** Certification by ILO (International Lean Organization) : 60 hours program + Exam + Project  
Axis : Lean Manufacturing & Supply Chain / Project Management PMBOK & Agile / Six-Sigma / Change Management

### ⊕ Design Thinking (for innovation and collective problem solving) - Facilitator & Co-Trainer

July 2018 - Jan 2019 | Committ, Tunis, Tunisia

### ⊕ Executive Individual Coaching - Certified Executive Coach by The Society of NLP

Oct 2018 - Apr 2019 | «Formation, Evolution et Synergie», Avignon, France

17 days (119 hrs) of supervised and partitioned practical training including 1 exam (practical) plus 2 supervised case studies.

#### ⊕ Neuro Linguistic Programming NLP - Certified Master Practioner by The Society of NLP

Mar 2018 - June 2020 | «Formation, Evolution et Synergie», Avignon, France

38 days (266 hrs) of supervised and partitioned practical training including 3 exams (both written and practical) plus 1 supervised case study.

incl. : modelling success and winning strategies proper to each one, debunking limiting beliefs, sustainable change management, emotions management, ..

#### ⊕ Ericksonian Hypnosis - Certified Master Practioner by The Society of NLP

Feb 2018 - January 2020 | «Formation, Evolution et Synergie», Avignon, France

25 days (175 hrs) of supervised and partitioned practical training including 2 exams (both written and practical) plus 4 supervised case studies.

incl. : motivational boost, habits building/replacing (addictions), traumas and phobias control, generative techniques, ..

⊕ **Solution-Focused Brief Therapies : STILBIL<sup>®</sup>** (improved EMDR technique) and **New Recognition<sup>®</sup>** : 6 days (42 hrs) of practical training

#### ⊕ Clinical Psychopathology : 8-day Academic course by Isabelle Barrois, psychotherapist

October 2020 | «Formation, Evolution et Synergie», Avignon, France

### ⊕ Decentralization and Local Tax System - academic course

Apr 2014 | Université de Sousse & Università Di Siena (Toscana)

## VOLUNTEER WORK EXPERIENCE

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### ► Open Gov Tunisia - Community

Jan 2011 - Ongoing | Data Analyst & designer

#OpenGovTN is group of volunteers made by Tunisians worldwide in the hope to promote open governance and open data culture. The community has achieved significant actions in both digital world, designing interactive tools to visualize government budget, and in political life by inciting deputies of Tunisia's first democratically elected assembly to vote for open governance in the new Constitution. Since 2017, Open Gov advocates have been powered by an active NGO : The Tunisian E-Gov Society

### ■ Association Tuniso-Euro-Méditerranéenne des Jeunes (ATEMJ) - NGO

Apr 2012 | Participant Deputy in the Model European Union Simulation

Model European Union is a simulation workshop to introduce parliamentary and political life to citizen. This event was held in Tunis, in April 26<sup>th</sup> and 27<sup>th</sup>.

### ■ Byrsa Citizen Movement - NGO

Mar-July 2011 | Knowledge manager

I worked on mapping valuable information to help the executives to develop their network and to build their public relations strategy.

### ■ Lions Club International - District 414 Tunisia - Club Tunis Alyssa - NGO

Nov 2008 - Oct 2016 | Volunteer

Contributing within a multi-skilled team made of professionals, coaches, artists and journalists altogether acting for to support disadvantaged children and schools. We strongly belief that education should always play its role as a social ladder, as it was for the first generations after the independence.

### ■ Statisticians Without Borders - School Club

Dec 2006 - Dec 2008 | Entrepreneurship advocate

SSF aims at promoting entrepreneurial culture and practices among students willing to brand their know-how and their ideas in the market. At that time, the Statistics school was only 5 years old and most of professionals from the private sector had no idea about the role of statistician in fields other than demographics and polls. SSF organized events bringing inspiring stories from the ESSAI school alumni community.

### ■ Youth & Science Tunisia (Association Jeunes et Science de Tunisie) - NGO

Jul 1998 - Jun 2003 | Trainee and Trainer

After being a member for years, I was offered the opportunity to achieve a pedagogic internship in order to join trainers in the 2002 summer scientific camps. I continued to monitor the programming club of the association during the next scholar year (2002 / 2003).

## INTERESTS

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- Traveling & Trekking
- Landscape Drawing & Calligraphy
- Writing and Self Publishing
- History & Iranology
- Psychology & Free Thinking
- Governance, Institutional Reform, Legal Debates, Innovating in Justice
- Culinary Arts & Cooking
- Stamp Collecting and Exchange Worldwide
- Basketball & Swimming
- Chess, Puzzles and Curiosities
- Cosmology & Space Exploration and SETI / METI