



## PROFIL

### SPECIALITY

### SALES & MARKETING

### SKILLS

- ✓ Marketing and sales strategies
- ✓ Sales development and enablement
- ✓ Negotiation
- ✓ Communication
- ✓ Project management
- ✓ Public speaking
- ✓ Strategic planning and implementation of integrated and multichannel marketing plans
- ✓ Data driven marketing
- ✓ Automation marketing
- ✓ Social media marketing
- ✓ Content/inbound marketing

### TOOLS

- Multilingual: French, Arabic, English
- Strong command of marketing & communication tech stack (Google Analytics, Tag Manager, SEM Rush, MailChimp, Hubspot, Zapier, Phantombuster, Lusha, Kasper, Snov.io, Canva, Wordpress)
- Good command of Javascript for Google ads
- Entry level familiarity with HTML, CSS, PHP

## PROFESSIONAL EXPERIENCES

### Digital Insights - Casablanca

Since January 2021

### Founder & CEO

- Management of a web developers' team (designer, back-end and front-end) to develop and maintain the website
- Implementation of tracking tools to measure the website's traffic, set goals, objectives and analyze users' behavior to optimize web experience through SEO and A/B tests
- Multichannel strategy leveraging, paid (social, search), owned and earned media (SEO, PR) to build brand awareness and effective lead acquisition
- Development of training courses in digital marketing for digital specialists
- Growth hacking
  - Extensive use of automation tools to grow my network and reach out to targeted key decision makers (CMO, CCO, Business owners)
- Copywriting in accordance with the content strategy in various formats
  - Blog posts
  - Infographics
  - Videos
- Audit of the clients' marketing capabilities to determine areas of improvement

Presently working with two clients (SMB) to help improve overall marketing impact through gap analysis, careful evaluation and recommendations on best course of actions to take on:

- Customer segmentation/Buyer personas
- Content strategies
- Data analytics
- Conversion model to forecast paid media ROI
- SEO

### Mohammed VI Polytechnic University – Rabat

June 2019 to December 2020

### Sales & Marketing Manager

- Management of the executive education portfolio comprising international and multi-brands programs:
  - HEC Paris (Geopolitics and entrepreneurship)
  - Sciences Po Paris (Public-private partnerships)
  - ParisTech (Public policies)
- Strategic planning of +10 programs strategies to build awareness and achieve sales objectives:
  - Internal and external analysis
  - SMART objectives
    - Definition of KPIs to monitor campaigns performances and report on ROI
  - Segmentation and targeting
  - Competitive benchmark
  - Definition of online value and web experience
  - Content strategy
- Implementation of lead acquisition campaigns reporting on web metrics, conversion rates and profitability
- Operational management of budget, media mix, analytics and campaign settings:
  - Ads scripts
  - Bid management
  - Attribution models
  - A/B tests
  - Targeting
- Managed a team of designers, copywriters and community manager to implement the content strategy and leverage social media presence
- Development of successful partnership with leading public agencies and private partners to achieve sales objectives
  - Banque Populaire
  - Sonasid / Arcelormital
  - Ministry of interior, defense, foreign affairs
  - Agence Marocaine des Assurances
- Selection and participation to national and international forums
- Identification of key decision makers and public servants leveraging email marketing and LinkedIn to build momentum and ensure effective networking
- Public speaking

### Grupo Planeta - Rabat

April 2018 – May 2019

### Team Leader

- Close collaboration with the marketing department of the Ostelea (Tourism & Hospitality school) and ESLSCA (Business school)
  - Definition of key messages
  - Definition of buyer personas, segmentation and targeting
  - Develop a comprehensive list of sales argument to persuade and overcome objections
- Prospecting missions to high schools (b2c) and companies (b2b)
- Participation in fairs and forums in Morocco and West Africa
- Negotiation
- Team and performance management
  - Dashboard to report on macro and micro KPI of the sales activity
  - Analysis of the sales portfolio
  - Action plan per sales person
  - Individual and group coaching (role playing, persuasion methods and self-confidence)

## Sales & Marketing Manager

### **BlancaCar - Casablanca**

*January 2017 – March 2018*

- Marketing of the car fleet to B2B customers
- Response to public tenders and business consultations
- Negotiation of contracts
- Implementation of the digital marketing strategy
- Management of the marketing budget
- Management of a team of 2 sales people
- Launch of the sponsorship program " 7alif " program

### **AccorHotels - Casablanca**

*February 2015 – November 2016*

- Consolidation of the production from corporate and leisure accounts
- Creation of online content
  - Newsletter
  - Social posts
- Verification of signed contracts with partners
- Ensure communication between the group's hotels and distributors
- Prospecting for new accounts in the corporate and leisure segments
- Negotiation of framework contracts
- Management and retention of the existing client portfolio
- Execution of the sales plan
- Participation in national and international trade shows and exhibitions

### **Sen Production - Munich**

*January 2014 – December 2014*

- Development of commercial activity with the hotel industry
- Pitch development and
- Competitive intelligence

### **Dream On - Paris**

*January 2011 – September 2011*

- Support to the department administration commercial
- Participation to clients' meetings and sales presentation
- Customer care through incoming calls' reception to answer clients' primary requests and secure meetings
- Benchmarking

## E-commerce Assistant

## Sales Rep

## Sales Assistant

## CURRICULA

## Executive certificate

### MIT Sloan School of Management (August 2021, Ongoing)

#### ➤ Digital Marketing Analytics

Courses: Social media marketing, Integrated campaign management and performance measurement, Statistical modelling and predictive analytics for digital marketing

## Master

### MHMK Macromedia University, Munich (June 2014)

#### ➤ Marketing and Communication Management

Courses: Strategic Marketing, Digital Marketing, Public Relations, Branding, Media economics, Communication theories

## Bachelor

### La Sorbonne-Nouvelle Paris III, Paris (June 2012)

#### ➤ Cinema and audiovisual studies

Courses: History of cinema, Movie production and distribution, Art history, Communication theories, Gender studies, Sociology