**Gulfjobseeker.com CV No:** **1335210**

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##### EMPLOYEMENT HISTORY

**January 2014 –Present:**

***Strategy and Network Development Manager*** at SOVAC Algeria:

* Implement the showrooms and workshops network of the automotive brand SEAT in the country according to geo-marketing studies.
* Recruit new investors.
* Implement the brand corporate identity for the existing and new network.

**August 2012 – December 2013:**

***Network Marketing Manager*** at Renault Algeria:

* Manage the retail marketing of the whole network (64 retails).
* Spread the marketing strategy of the company and make sure that is it applied.
* Encourage the network to invest on marketing actions and events.
* New products launching.

**October 2011 – July 2012:**

***Retail Marketing Manager*** at Renault Algeria:

* Analyze the retail performances.
* Supervise the branding and merchandising of the stores.
* Organizing events.
* Advertising and media.
* Marketing strategy.
* Public and press relation.
* Product training.

**January 2010 – September 2011**

***Brand Manager "Dacia"*** at Renault Algeria:

* Ensure the promotion of the Dacia line product.
* Analyze performances.
* Organize and evaluate ad campaigns.
* Monitor the competition.
* Marketing strategy.
* Product training.
* Pricing.
* New products launching.

**January 2009 – December 2009**

***Product Manager*** "***Clio Campus and Symbol"*** at Renault Algeria:

* Manage products launch.
* Marketing plans implementation.
* Setting up the promotions.
* Monitor the competition.
* Identify the optimum price for the range of product.
* Reporting and analyzing the sales.
* Supervising the network sales.
* Product training.
* Setting up the advertising and media plan.

**June 2007 – October 2008:**

***Research Account Executive*** (quantitative department) at TNS Algeria:

* Handel studies for clients in the Algerian market.
* Client servicing.
* Structure and design questionnaires, methodology, sample size…
* Coordination with field and data processing departments.
* Training of the field team.
* Supervising field work.
* First level of analysis.
* Main clients: Djezzy, Danone, Henkel, Coke, Gallina Blanca, Unilever, Candia…

**October 2006- June 2007:**

***Research Account Executive*** (quantitative department) at TNS Cairo, Egypt:

* Received training among an experienced team on market research in North Africa.
* Trained also on:
* Different TNS tools of analysis.
* Structure and design questionnaires, methodology, sample size…
* Proposal writing
* Participated in different studies in Egypt and Algeria.
* Coordination with field and data processing departments
* Supervising field work
* Main clients: Djezzy, Danone, Coke…

**EDUCATION AND QUALIFICATION**

**September 2006:**

* Bachelor degree in commerce at INC institut national de commerce, specialization in marketing.

**October 2005- April 2006:**

* Received training for thesis elaboration at DJAZ RP, PR agency currently owned by TBWA.

**Novembre- décembre 2004**:

* Received training among the university partnership at AIB-Vinçotte Algiers.

**2001-2002** : Baccalauréat diplôma : série science au lycée El Mokrani II.

### OTHER SKILLS AND QUALIFICATIONS

**Languages**:

* Arabic : fluent
* French : fluent
* English: fluent

**Computing:** Word, Excel and Power point

**Hobbies**: Reading, sport (tennis), travelling