



# S O F I A N E L A M R I

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## PROFESSIONAL SUMMARY

Motivated Marketing Manager with over 12 years marketing and 360° fields, enabling start-up and established companies to increase leads and revenue. Resourceful professional highly skilled in branding and design.

Team player fluent in 2 languages. Looking for suitable position.

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## EXPERIENCE

01.2022 -  
Current

### Marketing Manager

*Naya Clinic, Istanbul, Turkey*

- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Collaborated with marketing and communications teams on standardization, design and production of marketing materials.
- Managed employee performance and training to meet KPIs.
- Created sales strategies to promote advertising offerings and motivate larger deals.
- Increased sales by 50% by effectively overseeing introduction of new products.
- Coordinated with men's lifestyle department team members to determine design specifications for large and small projects.
- Provided additional information to support production of designs.
- Edited video by adding graphics, titles, audio and special effects.

03.2019 -  
12.2020

### Sales Marketing Management

*HAIR TRANS GLOB, Istanbul, Turkey*

- Prepared detailed marketing forecasts on daily, weekly and quarterly basis.
- Led staff and external agencies to develop products and promotions,

## CONTACT

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## CORE QUALIFICATIONS

- Event planning and execution
- Business development
- Market strategy development
- Branding development
- Media relations
- Digital advertising
- Design technology proficiency
- Innovative and creative
- Training and mentoring
- Project management
- Quality leadership
- Team-orientated mentality
- Problem solving
- Public relations expert
- Excellent written and verbal communicator
- Presentations
- Global marketing

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## CERTIFICATIONS

MASTER TOT (Cambridge & Canadian Academy)

analyse sales, manage trade shows,  
purchase media, provide creative  
services and conduct PR.

- Created successful training courses based on evaluation of student needs.
- Documented participant attendance, engagement and progress.
- Developed long-term training strategies for new and existing employees across multiple departments.
- Identified market gaps for new and updated products and services.
- Coordinated campaigns from conceptual brainstorming to post-broadcast analysis.
- Evaluated market research outcomes for improved advertising strategy.

02.2014 -  
01.2019

### Founder

*Digital Touche, Algiers, Algeria*

- Co-foundation of SARL DIGITAL
- Successfully grew company profits by designing and implementing innovative growth strategies.
- Agency specialized in Web development in the visual.
- Identified opportunities for our partner Growth, implementing measures for capitalizing on market needs.

01.2011 -  
10.2014

### Sales Team Manager

*Detandt, Simon Sousse, Sousse, Tunisia*

- Tunisia
- Mission: supervise a project as a Team leader and ensure sales force.
- Built new business partnerships to drive customer acquisition and generate revenue.
- Leveraged CRM data to send targeted emails designed to increase sales.

02.2010 -  
04.2011

### Strategie Marketing Manager

*Emploipartner.com, Algiers, Algeria*

- Participation in the brand marketing of the E-Recruitment website
- Managed bookings to optimize team availability.
- Developed team communications and information for meetings.

01.2005 -  
03.2010

### Sales \ Team Manager

*Leader call, Algiers, Algeria*

- Telemarketing "offshore-in shore."
- Communicated effectively to determine customer needs, provide recommendations and upsell services.
- Promoted special offers and loyalty programmer with upselling skills.

#### **After the promotion**

- Trained staff to review and reconcile daily transactions to apply best management practices.
- Strategically planned shift schedules, processed holiday requests and granted leaves to optimize labor costs and productivity.
- Aligned day-to-day activities with targets set by upper management.
- Equipped staff with knowledge and skills to reach company targets, coaching and mentoring new joiners and underperforming employees in best operational practices.

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#### **EDUCATION**

2021	EF SET, Web <i>Certificate: English</i>
2021	İstanbul Esenyurt Üniversitesi, Istanbul University <i>CERTIFICATE OF PROFICIENCY: TURKISH C1</i> <ul style="list-style-type: none"> <li>▪ C1 Graduate</li> </ul>
2014	Cambridge Academe , Algiers <i>A-Levels: Personal Goals</i> <ul style="list-style-type: none"> <li>▪ Member of Cambridge trainer</li> </ul>
2014	Best Life, Algiers <i>Certificate of Higher Education: Communication skills coach</i> <ul style="list-style-type: none"> <li>▪ Member of international Coach's</li> </ul>
2010	CCA, Algiers <i>Diploma of Higher Education: Marketing / Management</i>
2009	CCAM, Algiers <i>Diploma of Higher Education: Engineer Marketing and communication</i>
2007	F.A.S.S, Algiers <i>CSS: Emergency</i>

- Coursework in emergency
- Member of FASSAS

2005

OMAR MELAK, ALgiers

*B.A.C: Language, Spanish*

Cambridge Academy, Web

*Certificate: Communnication Skill's*

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#### LANGUAGES

**French:** First Language

**French:** C2  
Proficient

**Arabic:** C2  
Proficient

**English:** B2  
Upper Intermediate

**Turkish:** C1  
Advanced

**Spanish:** B1  
Intermediate