



PROFILE

Highly motivated and professional Digital and sales executive with over 5 years of optimization sales for two hotels. Proficient in managing calendars, organizing meetings and events, compiling, analyzing, and interpreting sales data to provide reports to management. Optimizing digital marketing strategies, and enhancing customer engagement. Excellent communicator with a talent for building and maintaining relationships with clients, partners, and team members. Committed to achieve sales targets in a competitive market.

EDUCATION

Master's degree, Optimization Engineering and Decision Support

Faculty of Economic and Management Science Sfax

2014 – 2018

Master's degree, Financial and Insurance Risk Assessment and Management

Faculty of Economic and Management Science Tunisia

2011 – 2013

Bachelor's Degree, Business and Computer Science

Faculty of Economic and Management Science Tunisia

2008 – 2011

EXPERTISE

- Customer Relationship Management (CRM)
- Data Analysis
- Social Media and Content Marketing
- SEO Campaigns
- Communication and Negotiation
- Sales Strategy Development
- Market Research and Analysis

LANGUAGE

- Arabe : Native Language
- French : Bilingual
- English :Fluent

IT SKILL

- Excel,word,Powerpoint
- Outlook
- Opera

HOBBIES

- Dance
- Travelling
- Music

PROFESSIONAL EXPERIENCE

Digital and sales executive

Novotel Tunis and ibis Tunis | 2022 – Present

- In charge of Corporate, Leisure and MICE
- Optimization sales for two hotels (278 rooms in total -12 seminar rooms)
- Negotiating terms and agreements of contracts, sending proposals, closing sales with key accounts
- Managed calendars, scheduled appointments, and arranged meetings and conferences
- Execute all sales objectives and action plans to reach and exceed targets set / financial goals
- Compile, analyze, and interpret sales data to provide reports
- Manage the hotel's social media profiles, engage with followers, and respond to inquiries in a timely manner.
- Analyse SEO performance metrics and adjust strategies accordingly
- Creation of engaging and high-quality content, including posts, videos, and graphics.

Sales Coordinator

Novotel Tunis and ibis Tunis | 2018 – 2022

- Managed calendars, scheduled appointments, and arranged meetings and conferences
- In charge of MICE and Corporate
- Negotiating terms and agreements of contracts, sending proposals, closing sales with key accounts

SOFT SKILLS

- Meticulous
- listening skills
- Autonomous and responsible
- Team player