



HADDAD Meryem

41 years old

Elbiar, Alger

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Curriculum Vitae

AREAS OF EXPERTISE :

Corporate communication, Corporate identity, events organisation, office management and organisation, project administration.

EXPERIENCE

2011 to 2023: HYDRA PHARM Group

>>> Nov. 2020 to Feb. 2023 / Group's Project Administrator

** Consolidation, analysis and progress monitoring of strategic projects*

Missions & achievements :

- Identify, categorize and list the Group's strategic projects.
- Monitor the project's progress and measure the differences between the forecasts and the actual outcomes and results.
- Ensure that the execution of the projects complies with the strategic committee guidelines.
- Identify the difficulties encountered and assess the problem-solving process.
- Consolidate and synthesize the data and produce follow-up reports.

>>> Jan 2013 to Nov. 2020 / Group's Corporate Communication Manager

** Promote the Group's brand image with diverse audiences.*

Missions & achievements :

- Define and manage the internal and external communication plan according to the global strategy.
- Guarantee the quality of the communication media and ensure consistency and clarity of the messages.
- Plan and organise internal and external actions and events.
- Suggest a crisis management plan when a crisis occurs.
- Create and manage the annual Group's communication budget.

>>> Nov. 2011 to Feb. 2023 / Executive Assistants to the Chairman of the Board of Directors

** Providing comprehensive support to the Chairman.*

Missions & achievements :

- Attend the strategic and executive committees and ensure the follow-up and feedback.
- Primary contact for internal and external audiences on all matters pertaining to the Chairman.
- Carry-out and monitor other special projects and duties assigned by the Chairman.
- Manage all aspects of the Chairman's office.
- Handle internal and external correspondence on behalf of the Chairman.

2010 to 2011: P&P école de performance et perfectionnement (professional training)

>>> Oct. 2010 to Oct. 2011 / Sales Manager

** Business launch and project management.*

Missions & achievements :

- Build the training offers and carry-out their execution.
- Manage key customer accounts and create their loyalty program.
- Monitor the team's sales performance.
- Manage the training budgets and other company resources
- Develop and harmonize internal processes.

2007 to 2010: Health Regulatory & Safety Solutions Algeria (H.R.S Solutions)

>>> May. 2007 to March. 2010 : Sales executive > Project Manager

** Business management on behalf of HRS Solutions France (an international consulting firm specializing in the healthcare sector).*

Missions & achievements :

- Build the training offers, identifying and contacting potential customers to generate sales.
- Manage registrations and organise the training sessions.
- Participate in the making, translation and design the training materials.
- Produce training evaluations and reports.
- Manage the general resources, invoicing and debt recovery.

EDUCATION & FORMATIONS:

2013 **LEAD International** : "Next-gen Leadership training" Business Strategy seminar.

2010 **International institute of communication and marketing**: "Introduction to computer graphic design".

2008 **UNIDEES Algérie** : project management training.

2003 **University of economics and management**: Applied university studies degree "international trade".

SKILLS AND QUALIFICATIONS :

- Agility and adaptability skills.
- Written and oral communication skills.
- Organizational skills and ability to manage multiple actions simultaneously.
- Good knowledge of the popular Microsoft office programs and ability to learn new software.
- Discretion and confidentiality.

LANGUAGES :

Arabic : first language

French : **C2-level** (superior) / TCF test.

English : **C1-level** (advances) / IN-tuition Languages & Exams.

COMPUTER KNOWLEDGE : proficiency in Microsoft Office fundamentals (Word, Excel, PowerPoint and Outlook).