



Ismahane  
Bouabsa

## Marketing and Management

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🏠 Huttenstr 71, 10553 Berlin

📅 Date of birth 03/01/1998

🚗 Driving licence (B1)

📍 Germany

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💻 Open to remote work

Dynamic and results-oriented Master's graduate in International Marketing equipped with a solid foundation in strategic marketing principles, consumer behavior analysis, and global market dynamics. Possessing a keen aptitude for identifying market trends and implementing innovative marketing strategies to drive brand growth and market expansion. Proven ability to adapt to diverse cultural environments and effectively collaborate within multicultural teams. Committed to leveraging acquired skills

### Education

- From 2015 to 2018 • B.A in English as a foreign language  
**University 2 France**  
Development and analysis of strategies in teams
- From 2018 to 2020 • M.A in English language  
**University 2 France**  
Thesis: growth of communication skills through ICT
- From 2020 to 2021 • Preparation Course for Non-Business Graduates  
**International University of Applied Sciences Berlin**  
Analysis , categorization and data entry
- From October 2021 to November 2023 • M.A in International Marketing Management  
**International University of Applied Sciences Berlin**  
Analysis of case studies to develop strategies for their solution  
Microsoft office utilization  
Development of presentation skills

### Work experience

- From January 2023 to March 2023 • Team Manager and Sales Representative  
**Leda Pharma Company Turkey**
  - Executed full-cycle market research projects, from planning to reporting.
  - Consolidated data into actionable reports and presentations.
  - Analyzed competitors, market trends, pricing, and sales strategies.
  - Organized focus groups and interviews for consumer insights.
  - Translated complex data into strategic recommendations.
  - Assisted in designing and supervising research studies.
  - Managed client communication, offers, and updates.
- From April 2021 to January 2022 • Team Manager  
**Laboratory of Medical Analysis France**
  - Initiated supplier communications.
  - Conducted competitive analysis and pricing assessment.
  - Oversaw client interactions, offers, contracts, and updates.
- 2019 • volunteer  
**OLD AGE HOSPITAL France**  
Managing the collection and delivery of volunteer's goods to the hospital

### Computer skills

#### Internet Usage



#### Mac Usage



#### Adobe Acrobat



#### Windows Pc Usage



#### Word , Excel, Power point , Word press



#### Data Entry



## skills

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Social Media  
presentation skill  
Leadership  
Sales  
Business to Business

## Languages

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German

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At Speakeasy Berlin

Arabic

English

French

## skills

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Customer Service  
Creativity  
Negotiation  
International business  
Empathy  
Written and verbal communication  
Team player  
Efficient decision making  
Innovative  
Organisation skills  
Independent  
Critical thinking skills

## Social networks

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**in** @Ismahane Bouabsa