



# AQLI Meriem

Marketer & Business Developer

## PERSONAL INFORMATION

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## LANGUAGES

- **English:** Full professional proficiency
- **French:** Bilingual / Native
- **Arabic:** Bilingual / Native
- **Berber:** Native

## EDUCATION

- **National School of Commerce and Management, Tangier - ENCGT-**  
*ENCGT graduate / **Marketing and Commercial action degree** / 2017-2022 / with honors.*
- **Scientific baccalaureate Physics Chemistry**  
*Mohamed 6 High School, Casablanca, Morocco / 2016-2017 / with honors.*

## SKILLS

- Strategic Thinking
- Sales and Business Development
- Digital marketing skills
- Analytical Skills
- Communication and Networking
- Adaptability and Creativity
- Project Management

## CERTIFICATION

- **Google Digital Marketing Fundamentals certification**  
Accredited by Interactive Advertising Bureau Europe and The Open University.

## VOLUNTEERING

- **Partnership Manager**  
October 2019 - December 2021  
**NGO APSOPAD International - Tangier**

## PROFILE

Motivated junior business developer with a good knowledge of digital marketing. Proven ability to identify opportunities, forge strategic partnerships and drive revenue growth. Able to maximize brand visibility and customer engagement through digital and traditional marketing. I enjoy taking on challenges and achieving exceptional results through my entrepreneurial spirit.

## WORK EXPERIENCE

Present  
-  
Dec 2022

### International Business Development Representative

**INTER SECOURS ASSISTANCE (ISAS) - Casablanca**

I lead **marketing initiatives**, drive **business development** and **improve Clients /partners relationships** through :

- Email marketing campaigns (**BREVO, formerly Sendinblue platform**)
- Prospecting activities (Emailing/ phoning/ B2B events)
- Establishment and negotiation of contracts and rates.
- Representing the company at B2B events.
- Contribute to content creation (catalogs, presentations, etc.).
- Report writing, including meeting, event and investigation reports.
- Account management: Creating and updating client accounts (**YAPO software**), maintaining regular communication and meeting the needs of the company's international clients.

Nov 2022  
-  
Sep 2022

### Partnership Development Coordinator

**KOTRA; Commercial section of the Korean Embassy - Casablanca**

I organized and marketed the **GWANGJU event**, with the participation of **5 Korean companies** and **several Moroccan importers**, towards potential partnerships.

- Organization & Prospecting potential clients for the Korean companies
- Event logistics
- Post-event follow-up to assess the results of the partnerships.

Jun 2022  
-  
Mar 2022

### Digital Marketing Intern - Final Year Project

**MJO Partners - O'Recruitment platform - Casablanca**

- Establishment of the Digital Marketing and platform launch strategy.
- Management of social media accounts. (**LinkedIn, Instagram**).
- Content creation for both social media and the website.
- Competitive intelligence.
- Management of B2B customer accounts (**MANAGEO software**).

Feb 2022  
-  
Jan 2022

### Digital Marketing Intern

**Rhillane Agency 360° - Tangier**

- Elaboration of the Digital Marketing strategy for the agency and its clients
- Community and Ads management (**Facebook Ads, LinkedIn Ads**)
- Competitive intelligence.
- Content Creation (**Adobe Illustrator, Canva**)

Oct 2021  
-  
May 2020

### Entrepreneurship experience

**JeweMery Accessories**

- E-commerce : selling online stainless steel accessories.

jul 2020  
-  
jun 2020

### Intern Marketing Project Manager

**Ben PROD - Casablanca**

- Operational internship in an audiovisual production agency (development of the agency's business plan during the 2020 pandemic, competitive intelligence).