

Hasnaa ELKILANI, 31

✉ GH31B, res jnana oulfa, lissasfa- Casablanca

☎ +212 682413071

Hasnaa.lk@gmail.com

Marketer and Sales Manager

Education

- 2009-2014** **National School of Business & Management (ENCG) - Casablanca:** Master's degree in **Marketing & Sales** Development.
- 2008-2009** **Chawki High School:** Baccalaureate degree in physical science (With honors).

Professional Experience

Oct. 2015 – To day : Marketing and sales Manager

Dec. 2014 – Mai. 2015 : Trade Marketing Manager and Key Account Executive at Eurovending- Rabat.

- Studies and Response to tenders .
- Setting up of Strategic and operational marketing plans.
- Development of the Customer Portfolio and setting up of a Loyalty program for the existing client.
- Management of the Marketing Budget and monitoring of the ROI.
- Sales team management and supervision.

Dec. 2013 – Nov. 2014: Brand and Sales Unit Manager at Avendis Group- Casablanca.

- Market Research and setting up of the Activities Business plans (Wella Professional, Braun, Delonghi ...).
- Elaboration of Strategic plans and setting up of The Activity Master Plan.
- Preparation of the: Media plan, Trade policies and all operational marketing plans.
- Management of the activities: P&L, Costs, Gains and Margins.
- Management of the Sales team and supervision of the team realizations.
- Coordination between Avendis Group and Suppliers (P&G Switzerland; Braun UE; Delonghi Italy...)
- Market Research, International benchmark studies, analysis and annual sales forecasting.
- Management of the products and brands registrations.
- Monitoring of import transaction and registration.

Aug. – Sept. 2013: Business Development Executive at Devise Software Solution-Baroda, India.

- Generation of leads, making of prospection and commercial solicitations.
- Development of the European and French customer portfolio.
- Competitive intelligence on the offshore services.
- Writing of the content of the website dedicated to the French market.

May – July 2013: Market researcher trainee at C&O Marketing- Casablanca.

- Survey, analysis and Business recommendation for Marjane account as part of the IMAZONE market research.
- Realization of mystery shopping visits for different accounts (Marjane, Acima, Electroplanet...).

Competencies and Skills

- **Marketing:** Market research, Brand management, Trade Marketing.
- **Commerce:** Trade Development, Sales team management and supervision, International trade.
- **Planning:** Business Intelligence, Project Management.
- **Office tools:** MS Office, iWork, OpenOffice.
- **Other IT skills:** Spss, Sphinx, Mactor, MS Project.
- **Languages:** Arabic, French and English.

Center of interests

Volunteering:

- Internal communication manager at Dianioia.
- Project coordinator ENCG- BAYTI.
- Organizing committee of White Yoga Morocco 2013 event.

Hobbies:

- Travel.
- Reading.
- Music.

