

MELLAH ABDERRAOUF

Marketing/Sales Specialist

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Profile

Dynamic, motivated, and passionate about sales and customer relations. I excel in product presentation, commercial argumentation, and customer engagement. Curious and versatile, I enjoy analyzing the performance of actions carried out and proposing effective solutions to boost sales, optimize product visibility, and enhance customer loyalty.

PROFESSIONAL EXPERIENCE

Community Manager — SAS Basic Eat (12/2024 – 08/2025)

- Managed the Instagram page
- Organized events & promotions
- Increased customer engagement by 20%
- CRM (Salesforce, HubSpot, etc.)
- KPI tracking
- Digital advertising (Meta Ads, Google Ads)

Service Manager — McDonald's / Burger University (08/2022 – 06/2024)

- Managed Front of House operations
- Contributed to the creation of social media content
- Customer acquisition
- Participated in the creation of banners and posters

Visual Merchandiser — Puma (07/2020-07/2021)

- Organized new store openings
- Trained sales teams on visual standards
- Monitored commercial performance linked to visual actions
- Coordinated with marketing and logistics departments

Store Visual Merchandiser — The Athlete's Foot (08/2019 – 05/2020)

- Designed window displays & product layouts
- Highlighted new releases and promotional operations

Languages

English
Native



Spanish
Intermediate



Arabic
Native



French
Bilingual



EDUCATION

Bachelor's in E-Business Project Management

EBM Business School

2024 - 2025 Montpellier

BTS Operational Commercial Management

Athéna Business School

2022 - 2024 Montpellier

Baccalaureate – Economic & Social Sciences

Lycée Alexandre Dumas

2018- 2019 Aix de Marseille

SKILLS

- Content creation
- WordPress
- Website creation
- Canva
- Blender (3D modeling)
- Merchandising
- E-Business
- Microsoft Office Suite

Strengths

- Creative writing (stories & poetry)
- 3D modeling
- Language exchange
- Strong teamwork skills