

# Sami TRABELSI

*6 years of experience in Marketing, Sales & Operations*

## WORK EXPERIENCE

Montréal, QC - CANADA

(438) 338 1318

Sa.trabelsi0@gmail.com

Sami Trabelsi

- ✓ Bilingual in French & English
- ✓ Dynamic, adaptable and proactive professional
- ✓ Currently based in Montreal, I am looking for new job opportunities

Apr. 2017 – Sept. 2019 **ROGE CAVAILLES (MEDICA GROUP) – Key Account Manager**

Dubai, UAE

Define and Manage the POS Activities in the UAE Region.

Achievements:

- ✓ Hiring and managing a team of 3 beauty advisors
- ✓ Contribute to develop the Local Business Strategy
- ✓ Brand launch in 10 new pharmacies
- ✓ Growth of 20% sell out versus last year
- Increase and monitor product distribution through retailers, negotiate deals for listing fees in Boots, United & Life pharmacies.
- Develop and manage multi-level relationships with the retailers.
- Contribute to customer strategy ensuring the local Roge Cavailles business objectives are achieved.
- Analyzing new trends, market visits, competitor's analysis, identifying opportunities for growth.
- Sales analysis per retailer and per skus to understand the business and share strategic recommendations to the team.

March 2016 – March 2017 **BINSINA Pharmacy - Marketing executive**

Dubai, UAE

- Implementation of the yearly Marketing consumer strategic plan
- Develop Marketing tools and promotional activities (Wobblers, Gondolas, windows, lightboxes, leaflets, Brochures...).
- Develop Merchandising tools (Gondolas, Podiums, Wall units, Windows display)
- Implementation of Social Media platforms (Facebook & Instagram)
- Appointment & Managing a digital media agency.

Feb. 2014 – Feb. 2016

Nice, FRANCE

**Nice Côte d'Azur International Airport  
Ground service Operation Agent**

- Ensure that Safety is top of mind in all activities related to ground handling.
- Handling Baggage system
- Ensure consistent flight punctuality while maintaining high safety and quality standards
- Respond to and resolve operational disruptions

Sept. 2009 – Dec. 2013

Nice, FRANCE

**SNCF (French rail) – Commercial Agent**

- Provide customer service by greeting customers, answering questions, and assisting with travel plans
- Create customer database and implement a CRM strategy
- Coordinate station activities to ensure train's timely departure and follow-up activities in preparation for the next scheduled train

## EDUCATION

June 2009                      **Estienne d'Orves High School**  
Specialization in Sciences and Technologies of Management &  
Entrepreneurship

## LANGUAGES & SKILLS

Languages                      **French:** Mother tongue  
**English:** Fluent  
**Arabic:** Basic  
**Spanish:** Basic

Computer skills                **Pack Office, Sphinx, Networks**

## INTERESTS

**Leisure & sports**          Travel, Running, Football

**Interests**                      Innovation, new technologies, E-market, Luxury

### OTHER CAPABILITIES

- ✓ Excellent communication skills
- ✓ Exceptional interpersonal and organizational abilities
- ✓ Considerable ability to adapt
- ✓ Listening skills and emotionally strong

### VOLUNTEER EXPERIENCE

2012 - 2014: Cultural Association "Petit Parc": Association for children & teenagers (assistance for people confronted with social difficulties)

- ✓ Implementation of educational activities
- ✓ School support
- ✓ Organization of socio-cultural activities and events