

SAFAE EL MAMOUNI

ASPIRING E-COMMERCE SPECIALIST, MERCHANDIZING & ONLINE EXPERIENCE

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[Safae El Mamouni](#)

Available to relocate for VIE immediately

Management and Business Development graduate with hands-on experience in e-commerce and the beauty/fragrances industry. Skilled in SEO optimization strategies, e-merchandising, product launches management, CRM activations and the mastery of the Maison Dior codes and history. Fluent in Arabic and English, I thrive in fast-paced environments and I am eager to contribute to the Parfums Christian Dior team in Dubai.

SKILLS

- SEO strategies
- HTML, CSS : JavaScript, Sublime Text
- Performance analysis and reporting
- Certifications : INSIDE LVMH, TOEIC (940), LanguageCert ESOL (C2)
- E-commerce management : CMS (Shopify, familiar with SFRA) , e-merchandising
- English (C1), Arabic (Native), French (Bilingual), Spanish (Native), Catalan (Native, 12 years in Barcelona), Turkish (B1)
- CRM tools
- Digital marketing
- Content creation and localization
- Project management
- Excellent communication
- Problem-solving

WORK EXPERIENCE

E-COMMERCE PRODUCT MANAGER

Paris, Jan-Jul 2024

COTY - BOURJOIS

- Managed daily e-merchandising operations and product catalog updates on Shopify CMS, ensured PDP accuracy, attributes and assets for launches.
- Coordinated product launches and promotion timelines (brief agency, pre/post QA, go-live), aligning HQ briefs with local market calendars.
- Worked closely with our SEO agency to optimize our online content : create blog articles and landing page content.
- Monitored daily sales performance (KPI/sell-out), provided weekly/monthly reporting.
- Création de plans CRM et newsletters innovantes pour renforcer l'engagement client.
- Gestion de l'e-merchandising : mise à jour du catalogue et optimisation des fiches produits.
- Optimisation du brand content et de l'expérience client : avis clients, amélioration de l'UX...
- Led a "Shop the Look" campaign, achieving a 50% stock clearance within two months.

SALES REPRESENTATIVE

Montpellier, Mar-Sep 2023

GENSUN

- Built and managed CRM database with Excel, tracking 150+ prospects and driving €90,000+ worth of contracts.
- Prospected and negotiated tailored B2B solutions, ensuring client satisfaction and retention.

E-COMMERCE ASSIST

Paris, Apr-Jul 2022

NIOUMA SHOP

- Managed Shopify store operations : managed product listing and e-merchandising for launches.
- Created brand-enhancing content: newsletters, mood boards, SEO-oriented product sheets.
- Conducted market trend monitoring to identify growth opportunities in beauty and fashion.

DIGITAL MARKETING

Montpellier, Apr-Jul 2021

MÉDIA XV AGENCY

- Created SEO-optimized blog and social media content, increasing website traffic by 15%.
- Supported social campaigns and content calendars to improve organic traffic and engagement.

EDUCATION

UNIVERSITY OF MONTPELLIER - INSTITUTE MONTPELLIER MANAGEMENT

Master in Management and Business Development (2022 - 2025)

- Relevant courses : SEO & Digital Strategy, Digital Transformation, Web Creation & Management (HTML, CSS)

Bachelor in Management Sciences (2019 - 2022)

PROJECTS & VOLUNTEERING

PAUSE PROFESSIONNELLE - Road Trip in Asia (Sep 2024 - Mai 2025)

Pause professionnelle dédiée à l'exploration de cultures variées à travers l'Asie. Renforçant mes compétences en adaptabilité, résolution de problèmes et communication interculturelle, avec une meilleure compréhension des marchés internationaux.

WEBSITE CREATION PROJECT - University Montpellier (Sep 2023-Dec 2023)

Designed an action plan to expand inclusion services for disabled workers, targeting sectors under legal employment obligations.

CO-FOUNDER & PROJECT MANAGER - Cinema Support Association (2020 - 2021)

Led a team of 6 to organize events supporting social inclusion and the cinema industry during COVID-19, raising €1,876.