



SAFAE EL MAMOUNI

E-COMMERCE ASSOCIATE

E-commerce and digital merchandising professional with hands-on experience in the beauty industry (Coty – Bourjois). Managed day-to-day e-commerce operations, product launches, catalog management and performance analysis in fast-paced environments. Data-driven and detail-oriented, with a solid understanding of SEO principles, customer journey optimization and cross-functional collaboration, I am eager to contribute to L'OCCITANE's US and Canadian e-commerce growth.

CONTACT DETAILS

- ✉️ mamounisafa@gmail.com
- 📞 +33 6 68 95 65 76
- 📍 VIE eligible – March 2026

LANGUAGES

- English (Cl)
- French (fluent)
- Spanish (native)
- Turkish (B1)
- Arabic (native)
- Catalan (fluent – 12 years in Barcelona)

HARD SKILLS

- E-commerce operations & merchandising
- Project management
- Performance analysis & KPI reporting
- Product launches coordination
- SEO optimization
- Certifications : TOEIC (B2), International ESOL (C2), INSIDE LVMH

TOOLS

- Advanced Excel, Powerpoint, Photoshop
- CMS Shopify
- Google Analytics
- SEMrush
- Knowledge of HTML, CSS, JavaScript
- Familiarity with Salesforce Commerce Cloud (SFCC), Google Search Console, ContentSquare

SOFT SKILLS

- Autonomy
- Adaptability
- Proactive mindset
- Creative thinker
- Attention to detail
- Excellent communication skills

INTERESTS

- Sewing/upcycling
- Personal development books
- Passion for the beauty industry

REFERENCES

Sarah Mohamed COTY (Bourjois)
DTC E-commerce Manager

WORK EXPERIENCE

E-COMMERCE PRODUCT MANAGER ASSISTANT

Paris, Jan - Jul 2024

COTY – BOURJOIS

- Managed day-to-day e-commerce operations, including product setup, PDP accuracy, catalog structure, and website merchandising.
- Coordinated product launches, managing agency briefs, assets, and pre-/post-launch testing, ensuring cross-functional communication across teams.
- Monitored sales performance and key KPIs on a daily, weekly, and monthly basis, translating data into actionable optimization insights.
- Supported CRM activations and promotional mechanics (newsletters, seasonal campaigns, GWP), aligned with commercial calendars.
- Collaborated with an SEO agency to optimize landing pages, product content, and editorial articles.
- Led a cross-functional project achieving 50% stock clearance within 2 months and a hero SKU sold out.
- Conducted competitive analysis to suggest optimizations across brand content and customer experience (features, editorial content, reviews, UX, promotions).
- Partnered with external agencies on technical implementations and website optimization projects.

SALES REPRESENTATIVE

Montpellier, Mar - Sep 2023

GENSUN

- Built & managed a CRM database in Excel (150+ prospects) → 30+ conversions to business opportunities.
- Supported negotiations, ensuring client satisfaction and retention → 6 signed B2B contracts.

E-COMMERCE ASSISTANT

Paris, Apr - Jul 2022

NIOUMA SHOP

- Supported daily operations of a newly launched Shopify e-commerce store, including brand content creation (logo, newsletters, product sheets, visuals).
- Managed product listings, stock updates and SEO optimization of product descriptions.
- Conducted competitive benchmarking to identify growth opportunities in the natural beauty segment.

SEO & DIGITAL CONTENT ASSISTANT

Montpellier, Apr - Jul 2021

MÉDIA XV AGENCY

- Created SEO-optimized content for website, blog and social media, through keyword research.
- Monitored organic traffic performance and SEO opportunities using Google Analytics & SEMrush.

EDUCATION

UNIVERSITY OF MONTPELLIER – INSTITUTE MONTPELLIER MANAGEMENT

Master's in Management and Business Development (2022 – 2024)

- SEO & Digital Strategy; Digital Transformation; Website Creation & Management (HTML/CSS)

Bachelor in Management Sciences (2019 – 2022)

PROJECTS & VOLUNTEERING

INTERCULTURAL IMMERSION – Asia (Sep 2024 – June 2025)

Undertook a professional break combining cultural immersion and language teaching across several Asian countries, strengthening adaptability, cross-cultural communication, and problem-solving skills.

PROJECT CONSULTANT – APF FRANCE HANDICAP (Sep 2024–Déc 2024)

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, managing timelines, priorities, and deliverables in a fast-changing context (COVID-19), raising €2,000+ and reinforcing leadership and project execution capabilities.