

# Mohamed Taha DAOUDI

## SALES MANAGEMENT PROFESSIONAL

@ [Daoudi.taha5@gmail.com](mailto:Daoudi.taha5@gmail.com)

+1 343-558-0406

 [Taha DAOUDI](#)

250, O'Connor Street, Ottawa

### Professional Profile

Top-producing bilingual (English/French) sales management professional with ten years of progressive work experience in business development, sales, strategy implementation, team training, and project management. Expertise in adopting an efficient and pragmatic approach to building customer relationship focused teams, developing growth metrics, managing sales initiatives, and creating positive and rewarding customer engagement. Very keen on identifying and pursuing opportunities for partnerships. Notable strong problem-solving skills and a significant ability to function both independently and in a team environment

## Professional Experience

### Sales Manager

January 2021 – December 2022

#### Imperium Media, Casablanca, Morocco

- Foster the transformation, restructuring and development of new commercial offers around media monitoring and Business Intelligence solutions
- Implement the development plan consisting of strategic studies, action plan and deployment of strategic projects through 360° project management methodology
- Organize and perform all plan implementation actions in synergy with all departments of the company
- Manage the project development and support the implementation of a business strategy with its action plan
- Manage and create commercial projects, and negotiate new business partnership agreements
- Establish and control of the sales cycle mapping

### Sales Manager

March 2018 - December 2020

#### Le Cénacle (Advertising Agency), Casablanca, Morocco

- Carry out customer relations by supporting them in the implementation of their media strategies
- Establish and maintain synergy between the General Management regarding the evolution of the commercial policy and marketing strategies
- Manage a team of three sales representatives, their training, and support in sales performance, and commercial development
- Ensure the compliance and integrity of company practices
- Analyze and monitor activity with weekly sales performance reporting
- Monitor market development and competitive intelligence, and establish and control the sales cycle mapping

### Store Manager

May 2013 – March 2018

#### Olympe International Development, Rabat (Nike Brand distributor in Morocco)

- Manage different sales surfaces by participating in the opening of several Nike stores in different cities
- Coordinate and optimize the day-to-day management of the sales area by applying the management's sales policy
- Supervise the financial management of the stores
- Manage the staff and the animation of the sales team at the point of sale
- Manage the warehouse activity and stock rotation
- Define and implement the commercial policy of the point of sale and the Nike brand charter

**Specialized Master's Degree in International Trade Management****2016-2017**

- High Institute of Commerce and Business Administration – Casablanca, Morocco

**Bachelor's Degree in "Tourism, Heritage and Communication"****2010-2012**

- Sidi Med Ben Abdallah University, Faculty of Letters and Human Sciences – Fès, Morocco

**Language Skills**

- Fluency in French, Intermediate in English, and Arabic (mother language)

**Computer Skills****MS Office** (Word, Excel, Outlook, PowerPoint, Access)**Google Drive** (Docs, Sheets, Forms)**Spreadsheets** (Excel, Google Sheets)**Google Drive** (Docs, Sheets, Slides, Forms)**Presentations/Slideshows** (PowerPoint, Google Slides)**Database Management** (MS Access, MySQL, SQL)**Enterprise Systems.** Automated Billing Systems, Payment Processing, Customer Relationship Management (CEGID, BManager, Veille+, Contact+) Business Intelligence**Software Skills** C++, Python, HTML**Hardware Skills.** System administration, software installation, tech support, updates, TCI/IP, Windows, Linux/Unix, Advanced Computer Skills. Web development, coding, security**Soft Skills**

Business Development - Conversion and Penetration

Strategic planning and project management

Team management (recruitment, training, coaching and evaluation)

Powerful analytical and evaluation

Good communication and relationship-building

In-depth knowledge of media, communications, and marketing industry practices

Problem solving

Time management