

MERIEB BOUZEBOUDJEN

MARKETING AND COMMUNICATION DIRECTOR

+ PROFESSIONAL EXPERIENCE

Present
2021

Marketing and Communication Director CASH Assurances



As both strategist and manager, I develop marketing plans (market analysis, target determination, action plan, choice of advertising channels, etc.) and design operations to develop the company's products and services as well as their marketing. I am the guarantor of the positioning, the brand image and the offers by intervening in different functional fields of marketing: strategy, product/brand, operations, communication, etc. On the strategic marketing side, my mission is to detect new market and product opportunities. I study the competition (benchmarking) to gather information on our market, analyze and anticipate the needs and expectations of customers.

The digitalization of the brand, the offers and the digital marketing strategy on social media and the web are part of my main projects.

Currently I have a central role with the top management as well as all departments and services on the marketing aspect, external and internal communication.

2021
2018

Communication Director IRIS Groupe



My mission is above all to promote the company's image within its environment. I define the global communication strategy and manage its implementation on a national and international scale.

Working with the General Management, I have the role of a real conductor who must define and implement the internal and external communication strategy in cohesion with the global strategy of the company, and all this within the framework of a pre-established budget.

At the head of a multidisciplinary team, I am in charge of all aspects of communication for the 3 subsidiaries of the Group, namely, IRIS Electronics/Home Appliances, IRIS Mobile and IRIS Tyres.

2018
2017

Brand Communication Manager Ooredoo Algeria



My primary role was to manage marketing communications activities to ensure the effectiveness of advertising campaigns, communications and promotions in order to optimize the company's positioning in a competitive market while maximizing revenues and reducing costs.

In collaboration with Ooredoo Group, compliance with the charter, the brand image and the coherence of the messages and communication campaigns were daily discussed and processed.

The digital aspect was also integrated and the creativity and monitoring of the KPI's, the keywords for each action.



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[📍 Dar El Beida, Algiers](#)

[📅 38 years old](#)

+ Marketing and communication,
a passion that began about 15 years ago!

As both a strategist and a manager, I do not just get the messages across; I design them while determining the Brand image of the company that needs to be put forward.

While taking into account the expectations of our clients and each audience, I propose the most relevant and adapted marketing and communication solutions and actions.

Dynamic, results-driven sales and Communication strategist with an exceptional track record of leading global business transformation efforts and generating revenue growth. Strong history of creating strategies that improve customer engagement, retention, satisfaction and profitability in fast-paced environments.

Analysing, studying, calculating, developing, creating, implementing, influencing, managing, monitoring and much more are the foundations of my daily work.

With a wealth of experience, it is by my involvement and determination that I stand out. Passionate about my job, I am currently a true conductor and spokesperson for brands on all platforms.

HARD SKILLS

- Mastery of the different aspects of communication
- Mastery of web, marketing and sales culture
- Writing and speaking skills
- Ability to manage activities and define strategy
- Mastery of management techniques (HR, Agencies, Brand Ambassadors ...)
- Evaluation of the ROI of communication actions and brand awareness
- Development and monitoring of the annual budget and management of variances
- Optimisation of existing processes and implementation of new ones
- Influence marketing enthusiast

SOFT SKILLS

- Ability to manage and lead a major project or coordinate several operational projects simultaneously
- Perspective and strategic vision
- Diplomatic and discreet
- Listening and availability (internally and externally)
- Organisation and rigour
- Adaptability and flexibility
- Creativity and entrepreneurship

LANGUAGES

Arabic : Excellent



French : Excellent



English : Good



2017
2016

Communication Manager
IRIS



At IRIS, my role was to manage the company's communications both internally and externally. I had to enhance the company's image, while determining the modes of communication, prioritising the values to be promoted or the partners to be associated with by managing one or more information media.

For the different product lines and BUs, my mission was to convey the brand image and coordinate communication actions, while creating a link between management, the media and consumers.

2016
2012

Communication and Brand Manager
Citroen Algeria



Brand image, notoriety and visibility were the key words during my time at Citroën Algeria. Designer, coordinator, guarantor of the brand image, organiser of events, press conferences, product launches, trade fairs, exhibitions, editor and then interface with agencies and the press, these missions were my daily routine at Citroën Algeria.

My role was to ensure the development of Citroën Algeria on the market, both in terms of products and services. In line with the strategic axes and key messages that PSA wanted to convey, a close relationship is built with the Manufacturer in order to maintain this cohesion, this brand image and this unique identity image

2012
2011

Marketing Manager
Groupe RAMCIF



2011

Account Manager
FEDEX Algeria



2011
2010

Account Manager
TNT Algeria



2008

Major Account Executive
DHL Algeria



ACADEMIC BACKGROUND

2014

Ongoing preparation of a PhD in Marketing
"Ecole des Hautes Etudes Commerciales" HEC

2012
2008

Magister in Marketing
"Ecole des Hautes Etudes Commerciales" HEC

2007

Bachelor of Science in Business International Trade option
"Ecole des Hautes Etudes Commerciales" HEC

+ ADDITIONAL TRAINING

CENTER OF INTERESTS

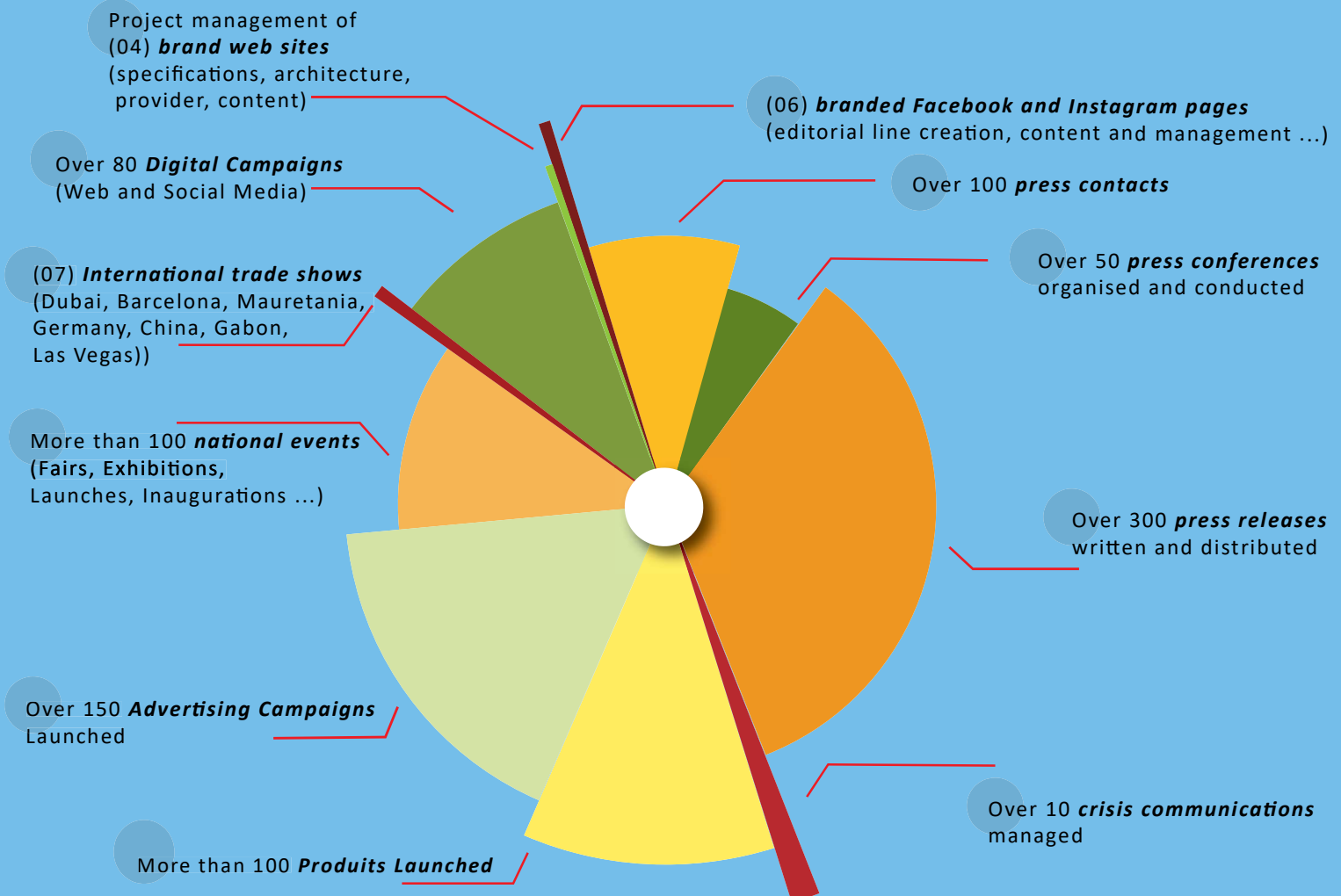
-  **READING**
-  **WRITING**
-  **PHOTOGRAPHY**
-  **DESIGN**
-  **GARDENING**

CONTACT

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- 2021**
 - October ● **Modern Copywriting: Writing copy that sells in 2021**
 - August ● **NLP Certified Practitioner Certificate - NLP**
 - June ● **Certificate Growth Hacking - Marketing Digital**
 - June ● **Certificate Inbound Marketing - Content Strategy**
[Udemy](#)
- 2020**
 - August ● **Google Digital Workshop Certificate - Marketing Digital**
[Google Atelier Digital](#)
 - July ● **Diploma in Strategic Management**
[International Business Management Institute](#)
- 2017** ● **Certificate of Training in Digital Communication**
[FORMA DEMOS Institute](#)
- 2016** ● **Attestation of Mastery in Conflict Management**
[HEC Montréal](#)
- 2015** ● **Certificate of Mastery in Entrepreneurship**
- 2014** [HEC Montréal](#)

15 YEARS OF ACHIEVEMENTS





MERIEM BOUZEBOUDJEN

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 Dar El Beida, Algiers

 Age 38 ans

+ APPLICATION FORM

- Through this letter and the attached CV, I want to submit my profile and express my motivation to be part of your team in the areas of marketing and communication.
- My background, my training and my professional experiences confirm my attraction and my passion for the marketing, communication, brand and digital fields. During my last professional experiences, I worked for different companies in different activities branches where I was able to build and develop solid knowledge in marketing and communication strategies, PR, media, digital, budget management, team and project management, among others, that I would like to share with you and continue to improve within a challenging and dynamic team like yours.
- During one of my last professional experiences, I also had the opportunity to contribute to the development and launch of a new subsidiary and brand (the first and only tire producer in Algeria) which allowed me to have a complete experience, matching different businesses and actors and this on the national and even international level.
- I will be extremely pleased to meet you in the future to discuss in more detail my profile, what I can bring to you and the perspectives of our possible
- Thank you for your time and consideration of my letter.

MERIEM BOUZEBOUDJEN

