



# KHAOULA EL BOUSSETAOUI

## SALES REPRESENTATIVE

### CONTACT

- ✉ khaoula.elboussetaoui@gmail.com  
✉ +33 6 99 18 12 36  
📍 Lyon, 69008

### EDUCATION

#### 2023 - 2025

#### MBWAY LYON

- MBA International Business

#### 2019 - 2022

#### JEAN MOULIN LYON III UNIEVRSTY

- Bachelor of Applied Foreign Languages

### SKILLS

- CRM, ERP Tools (Salesforce, Oracle, Power BI)
- Microsoft Office Suite, Canva
- Teamwork, Communication, Active Listening
- Problem Solving, Adaptability, Curiosity,
- Emotional Intelligence, Client Needs Analysis
- Resilience in High-Pressure Environments
- Attention to Detail, Time Management,
- Multilingual Communication

### LANGUAGES

- Italian - Native
- French - Bilingual
- English - Proficient C1
- Arabic - Intermediate B2
- Spanish - Intermediate B2

### INTERESTS

- Community engagement (supporting U10/U15 football event organization)
- Traveling and discovering new cultures
- Cooking and experimenting with recipes
- Haircare and wellness
- Language learning

### PROFILE

Motivated and adaptable graduate with experience in sales and customer service. Comfortable working in fast-paced environments and with international teams. Quick learner with strong communication skills, a positive mindset, and a real interest in product and business development.

### WORK EXPERIENCE

#### ARROW ELECTRONICS FRANCE

NOV 2023 - OCT 2025

#### INSIDE SALES REPRESENTATIVE

- Managed B2B client accounts and ensured high-quality service delivery
- Responded to RFQs, created quotes, and followed orders through to delivery
- Supported sales strategy through lead qualification and account follow-up
- Negotiated pricing and improved margin on key deals
- Used CRM (Salesforce, Oracle) and ERP (SAP) to track sales activities
- Drove growth via upselling, cross-selling, and client retention initiatives

#### PRIMARK ITALY

JAN 2023 - JUL 2023

#### RETAIL SALES ASSOCIATE

- Assisted a high volume of customers in a fast-paced retail environment
- Handled transactions, returns, and restocking while maintaining store presentation
- Promoted special offers and ensured a positive shopping experience

#### STEF FRANCE

SEPT 2021 - JAN  
2023

#### LOGISTIC ASSISTANT

- Reported daily activity to the logistics manager and filled out tracking documents
- Prepared customer orders according to specifications and schedules
- Performed regular inventory checks and stock counts

### PROJECTS & VOLUNTEERING

#### Startup Creation Project "WHEELCOM" – MBway Lyon (2024-2025)

- Created and launched a startup project, from ideation to go-to-market strategy
- Conducted market research and defined the business model
- Built a complete business plan and pitched it to a professional jury
- Developed entrepreneurial mindset, leadership, and strategic planning skills

#### Business Game Simulation – MBway Lyon (2023)

- Participated in a competitive simulation focused on strategic decisions in marketing, finance, and operations
- Worked in a cross-functional team under time pressure
- Achieved strong results compared to peer teams
- Strengthened business acumen, decision-making, and collaborative skills

#### Humanitarian Logistics Volunteer – Morocco Earthquake Relief (2023)

- Coordinated the collection, packaging, and shipment of essential supplies (clothes, hygiene products, medicines, food)
- Helped organize large-scale logistics and community mobilization for multiple truckload dispatches
- Demonstrated resilience, organizational skills, and strong commitment to social impact