



Hiba EL MSIAH

Junior Product Manager

"Passionate about driving customer centric innovation, embracing new technologies, e-commerce trends, and impactful marketing strategies"

Education

- ✉️ hiba.elmsiah@kedgebs.com
- 🏡 299 Terrasse De l'Université Nanterre (92000)
- 🚗 Driving licence
- 📞 +33 7 52 23 30 09

LANGUAGES

English
Advanced

French
Bilingual

Arabic
Native

HARD SKILLS

Microsoft Office

Power BI

Marketing stratégique

Marketing Mix

Marketing digital

HTML/CSS

SPSS & Data Analytics

CRM

UI/UX

SQL

SOFT SKILLS

Flexibility and adaptability

Project management

Team spirit

Leadership

Time management

INTERESTS

Traveling

Volunteering

Photography

Public Speaking

Master in Digital Marketing and Data Analytics

KEDGE BUSINESS SCHOOL, France From September 2023 to September 2024

Master in Management Specialization in Marketing

KEDGE BUSINESS SCHOOL, France From September 2021 to September 2023

Master in Marketing and Sales

National School of Business and Administration , Morocco

From September 2018 to September 2023

High School degree in Economics and Management

Martinet School , Morocco From September 2017 to September 2018

Work Experience

Junior Product Manager

Yageo Group - Telemecanique Sensors, France

From November 2023 to February 2025

Agile Project Management to increase revenue by 45% in 5 years and maintain market leadership:

- **Business Case:** Development of new products, market research, definition of the Unique Value Proposition, cost and price analysis, forecasting quantities with international teams, and profitability calculation.
- **E-commerce Strategy:** Design of a configurator increasing online sales by 25%. Implementation of SEO/SMO strategies, resulting in a 35% growth in website traffic. Creation of engaging content on social networks and monitoring of KPIs.
- **Go-to-Market Strategy:** Planning and execution of country-specific launch plans, increasing market share by 65% in NAM and EMEA regions. Organization of successful sales campaigns with distributors and customers. Management of leads via Salesforce and alignment of business opportunities with national goals.

Product Manager Assistant

Schneider Electric-Telemecanique Sensors, France

From September 2022 to November 2023

Launch of a New Sensor Line Targeting 25% Sales Growth:

- **Marketing Strategy:** Evaluation of 13 competitors and 1300 products; deployment of sales forecasts and pricing; market positioning and competitive advantage.
- **Marketing Mix:** Integration of product, price, distribution, and promotion strategies; creation of a launch book for the sales force; development of an e-commerce strategy with distributors to increase sales and visibility by 40%.
- **Promotional Tools Preparation:** Creation of visual media (3D video, brochure, catalog); implementation of digital campaigns on social networks.

Product Manager Assistant

Attijari Wafa Bank, Maroc From May 2021 to August 2021

Development of a Credit Card Offer attracting Over 60% of University Students:

- **Strategic Marketing:** Execution of a marketing plan aiming for a 30% sales increase; realization of a competitive analysis to identify positioning and opportunities for improvement.
- **Promotional Content Creation:** Videos and catalogs; management of the relationship with communication agencies.
- **Digital Marketing Strategy:** Management of the company's social media accounts, increasing online visibility by 25% and attracting new clients.