

# Naoui Omar

Marketing Manager | Strategic Growth | Market Expansion

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Sousse, Tunisia



## SUMMARY

Strategy and growth are the two pillars that center my creative and professional drive. Well-versed, slightly obsessive and experienced online marketer specializing in search,content marketing,and conversion rate optimization.

## EXPERIENCE

### Marketing Manager

ILLOA

08/2023 - Present Sousse, TN

- Led a team of 20+ sales professionals, achieving a huge growth by implementing strategic market expansion initiatives.
- Developed and executed a comprehensive Marketing strategy, resulting in the acquisition of 200+ new clients within the first year.
- Implemented a CRM system that improved lead generation processes by 35%, enhancing Marketing team efficiency and customer engagement.
- Negotiated high-value contracts with key accounts.
- Launched a training program for Marketing staff, increasing team productivity by 20% and reducing employee turnover by 15%.

### Sales Manager

Carhabtek - Songocar

06/2021 - 05/2023 Sousse, TN

- Managed a sales team of 8, driving a 25% increase in regional sales through targeted marketing campaigns.
- Orchestrated the launch of a new product line, resulting in a 18% increase in market share within the first six months.
- Enhanced customer satisfaction rates by over 70% through the implementation of a new customer feedback system.
- Collaborated with the marketing department to develop sales collateral and online content, boosting lead generation by 40%.
- Secured a pivotal partnership with a leading industry influencer, enhancing brand visibility and credibility.

### Marketing Associate

Alliance Com & Events.

05/2020 - 02/2021 Sousse, TN

- Implemented a new marketing training program, resulting in a 10% improvement in marketing team performance.
- Developed and maintained relationships with key clients, contributing to a 20% increase in client retention rates.
- Collaborated with the product development team to provide feedback from the market, influencing service improvements.

## EDUCATION

### Master of E-Business Management

EPI Sousse

09/2021 - 07/2023 Tunisia

### Bachelor of Marketing & Sales Techniques

IHEC

09/2018 - 06/2021 Tunisia

## ACHIEVEMENTS



### Top Sales Manager Award

Recognized as the top sales manager in 2023 for leading the team to achieve a 40% increase in sales revenue.



### Successful Product Launch

Led the successful launch of a new product line, resulting in a 20% increase in market share within six months.



### High-Value Contract Negotiation

Negotiated a series of high-value contracts with key accounts, securing deals worth over \$1M.

## SKILLS

Strategic Planning

Market Analysis

Sales Forecasting

CRM Systems

Team Leadership

Contract Negotiation

Customer Relationship Management

## CERTIFICATION

### Entrepreneurship and Small Business

Focused on innovative sales techniques and strategies for market expansion, provided by Certiport.

### Leadership in Sales

Covers effective team management and leadership principles for sales managers, offered by LinkedIn Learning.

## PASSIONS



### Strategic Market Expansion

Passionate about identifying and capitalizing on new market opportunities to drive business growth and success.



### Leadership Development

Committed to developing and mentoring the next generation of sales leaders through innovative training programs.