

# Imed Fourati

Customer Expericene and Sales Specialiste

## contact:

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## PROFESSIONAL SUMMARY

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Experienced sales and educational professional with a proven track record in customer service, sales management, and educational consulting. Demonstrated success in team leadership, strategic planning, and achieving sales objectives. Currently serving as Sales Manager at Lyceena Academy, driving market growth in the education sector.

## PROFESSIONAL EXPERIENCE

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### Sales Manager

Lyceena Academy | May 2024 – Present

Location: Tunis, Tunisia

- **Team Leadership:** Managed and coached a team of 6 Educational Consultants, setting clear objectives, providing mentorship, and implementing strategic plans to improve performance.
- **Sales Strategy:** Specialized in B2C sales to high school students and parents, as well as establishing B2B partnerships with mutual insurance companies.
- **Product Development:** Collaborated with product teams to enhance Lyceena Academy's offerings.
- **CRM Management:** Leveraged HubSpot to track leads, manage customer interactions, and optimize the sales pipeline, increasing conversion rates.
- **Client Relations:** Built and maintained strong relationships with key clients and partners, enhancing brand reputation and expanding the academy's network.
- **Event Coordination:** Organized promotional events, webinars, and boot camps to engage students and parents, increasing brand awareness and generating enrollments.

### Sales Manager

Yocareer | February 2024 – May 2024

Location: Ariana, Tunisia

- Developed and implemented sales strategies to drive lead generation and prospecting.
- Delivered sales presentations and proposals to clients.
- Monitored sales team performance, provided training, and conducted data-driven performance analyses.

## **Training Center Manager**

Gomycode | févr. 2021 - Janv. 2024

Locantion: Ariana, Tunisie

- Managed daily operations, ensuring an optimal balance between digital and in-person experiences.
- Supervised financial activities, technical support, and the onboarding of students and instructors.
- Led a team of educational advisors, tracking KPIs to ensure session goals were met.
- Coordinated the hackerspace's capacity and operations in collaboration with the operations team.
- Organized events, workshops, and B2B agreements to boost business activity.
- Oversaw recruitment processes for instructors and educational consultants.

## **Educational Consultant**

October 2020 – February 2021

Gomycode • Ariana

- Promoted and sold Gomycode training programs through outbound calls.
- Provided tailored educational guidance by assessing students' needs.
- Scheduled appointments, followed up with clients via email and phone, and managed data in CRM systems like HubSpot and Dynamics.

## **Customer Experience Specialist**

juil. 2019 - oct. 2020

Jumia • Tunis, Tunisie

- Conducted follow-ups with clients who experienced issues with orders and delivery, ensuring satisfaction.
- Upsold and cross-sold products while resolving customer concerns.
- Collaborated with teams to ensure product availability and tracked activities using Salesforce.

## **Customer Service Agent**

February 2019 – July 2019

Jumia • Tunis, Tunisie

- Assisted customers by providing accurate information and resolving complaints professionally.
- Handled high-volume calls with professionalism, addressing a variety of customer needs while adhering to established response times.
- Identified common customer pain points and communicated insights to management for process improvement.

## EDUCATION

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Baccalauréat in Computer Science

## SKILLS

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- Sales and Negotiation: Expertise in closing deals, managing objections, and surpassing sales targets.
- Team Management: Skilled in mentoring and motivating teams to achieve organizational goals.
- CRM Proficiency: Advanced user of HubSpot, Dynamics, and Salesforce.
- Effective Communication: Excellent verbal and written communication skills to build rapport and convey value propositions persuasively.
- Event Organization: Experienced in planning and executing promotional events, workshops, and webinars.
- Stress Management: Thrives in fast-paced, demanding environments while maintaining high performance.

## VOLUNTEER EXPERIENCE

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- Member: Amnesty International
- Vice President: Radio ESSECT New Wave Club
- Cultural Coordinator: L'Alternative Culturelle Project, including the Hors-Lits Ariana initiative.
- Radio Broadcaster: Misk FM – Hosted the “Culture Geek” segment covering digital trends, video games, new tech, and media.

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