

ISHAK MOKEDDEM

Sales Representative

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Objective

Dynamic, results-oriented Sales Professional with comprehensive field experience and excellent interpersonal skills. Seeking to leverage proven sales techniques and relationship-building abilities to drive revenue growth and enhance customer satisfaction for a forward-thinking organization.

Professional Experience

Sales Representative

L'Oréal Algeria, Algiers, Algeria

October 2023 – Present

- Prospect new retail accounts and negotiate commercial terms, resulting in a 12% increase in regional market share.
- Present product ranges and deliver sales training to store personnel, improving staff product knowledge and upselling rates.
- Analyze sales performance metrics and recommend corrective actions to achieve targets.

Store Manager – Clothing & Footwear

Mosta Fashion, Algiers, Algeria

June 2022 – September 2023

- Oversaw daily operations of a multi-brand retail store, managing a team of 4 sales associates.
- Implemented merchandising strategies and promotional campaigns, boosting monthly sales by 18%.
- Managed inventory control, stock replenishment, and supplier relations to maintain optimal stock levels.
- Prepared weekly sales reports and forecasts for senior management.

Customer Service Representative

Djezzy, Algiers, Algeria

January 2021 – May 2022

- Assisted customers with mobile service inquiries, plan selections, and troubleshooting, achieving a 95% satisfaction rate.
- Processed complaints and resolved billing disputes, reducing escalation volume by 20%.
- Conducted follow-up calls to ensure service retention and loyalty.

Retail Sales Associate

Mobilis, Algiers, Algeria

January 2020 – December 2020

- Demonstrated mobile devices and accessories to customers, meeting individual needs and preferences.
 - Consistently met or exceeded monthly sales targets and contributed to store layout improvements.
 - Assisted in promotional events and product launches, driving foot traffic and brand visibility.
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Responsibilities

- Develop and maintain a portfolio of B2B and B2C clients through proactive outreach and networking.
 - Negotiate pricing and contractual agreements to maximize profitability.
 - Conduct post-sale follow-ups and deliver high-quality after-sales service to ensure repeat business.
 - Monitor sales KPIs (revenue, margin, inventory) and generate regular performance reports.
 - Coordinate in-store promotional activities and visual merchandising to enhance customer engagement.
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Key Skills

- **Sales Techniques:** Prospecting, negotiation, closing deals
 - **Customer Relationship:** Loyalty programs, complaint resolution, client retention
 - **Tools & Software:** CRM (Salesforce), Microsoft Office (Advanced Excel, PowerPoint)
 - **Analytical Abilities:** KPI monitoring, sales reporting, revenue analysis
 - **Leadership & Management:** Team supervision, retail operations, staff coaching
 - **Soft Skills:** Effective communication, active listening, result orientation
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Education

Bachelor's in International Business & Logistics

Mohamed Bougara University, Boumerdès, Algeria

2023

Baccalaureate in Management

Algeria

2020

Languages

- **Arabic:** Native
- **French:** Fluent
- **English:** Intermediate