



CV

Farouk CHOUL

Business Development Executive

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PROFESSIONAL EXPERIENCE

➤ 2020 - 2025 - SALES EXECUTIVE & EVENT COORDINATOR (Brame Agency)

Key Achievements & Responsibilities:

- Business Development: Prospected B2B clients, identified new markets, negotiated and closed contracts
- Client Relationship Management: Handled a portfolio of key clients, ensured after-sales support, and maximized upselling and cross-selling opportunities
- Event Management: Planned and supervised trade shows, conferences, and brand activations from preparation to performance analysis
- Team Leadership: Supervised and coordinated junior sales staff and interns to achieve collective targets
- Managed customer accounts: orders, deliveries, and special requests
- Updated and distributed commercial offers and promotional materials
- Assisted the sales team with prospecting calls and lead nurturing
- Coordinated sales events and client presentations to boost engagement
- Provided logistical support and scheduling for the sales team

➤ 2019 - (INTERNSHIP) MAD DIFFUSION SERVICES - Events Agency

Key Achievements & Responsibilities:

- Event Promotion & Campaign Support
- Client & Partner Coordination
- Event Logistics & On-Site Support
- Administrative Support

EDUCATION

➤ 2016 - 2019 - INSIM Business School

Professional training school- Hydra (Algiers , Algeria)

Certificate of senior technician in administration and management techniques

Major : Marketing

➤ 2020 - Certificate of: SENIOR TECHNICIAN Specialty: Marketing

Institution: National Specialized Institute of Audiovisual Vocational Training -
Martyr Ahmed Mehdi - Ouled Fayet , Algiers