

HAITAM LAZHAR

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📅 2000-11-14

📍 2 APPT 4, 20830 MOHAMMEDIA
(Maroc)

🇲🇦 Moroccan



EXPÉRIENCE PROFESSIONNELLE

11/04/2024 – Present
Casablanca

Fresh Department Manager *CARREFOUR LABEL'VIE*

- Analyzed sales and key performance indicators (revenue, margin, shrinkage, basket size, penetration rate) to optimize profitability.
- Designed and implemented action plans to achieve financial and operational objectives.
- Supervised stock management, supply chain, and inventory accuracy.
- Managed product assortment, display, rotation, and ensured freshness and hygiene standards.
- Led and coached a team: scheduling, training, and monitoring productivity.
- Conducted competitive analysis (pricing, assortment) to improve positioning.
- Negotiated with suppliers and secured product quality and availability.
- Enhanced customer experience by implementing corrective actions for satisfaction and loyalty.

01/03/2024 –
01/09/2024
MOHAMMEDIA,
Maroc

Marketing & Communication Intern *Dachser Morocco*

- Developed and executed marketing strategies.
- Managed internal and external communications.
- Organized promotional events and trade fairs.
- Supported the sales team with marketing materials and campaigns.

01/05/2022 –
01/11/2022
MOHAMMEDIA,
Maroc

Telesales Agent *Telesales Agent*

- Prospected and acquired new clients.
- Promoted and sold services, handling objections and negotiations.
- Built client loyalty and ensured personalized follow-up.

ÉDUCATION ET FORMATION

01/09/2019 –
01/06/2024
Casablanca

Master's Degree – Marketing & sales *National School of Business and Management*

COMPÉTENCES LINGUISTIQUES

arabe

Langue(s) maternelle(s):

français

Autre(s) langue(s):

anglais

Autre(s) langue(s):

CERTIFICATIONS

01/03/2021 – **Statistic 101 - IBM Cognitive Class**
01/04/2021

01/05/2021 – **Statistic 101 - IBM Cognitive Class**
01/06/2021

Volunteer Experience

01/01/2020 – **Alianza - ENCG Casablanca Association Club**
01/01/2023
casablanca Organized humanitarian actions for the homeless, rehabilitation of a primary school,
and blood donation campaign “*Marche Rouge*.”

01/01/2023 – **Flambeau d'espoir ENCG Casablanca**
01/01/2024
casablanca Participated in a humanitarian and medical caravan.