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MOHAMED SALIM KORDOGHLI

PROFESSIONAL SUMMARY

Dynamic and creative marketing professional with a Bachelor's degree in Accounting and Finance and a Digital Marketing certification. skilled at crafting engaging content, managing social media platforms, optimizing Google My Business Proven ability to build trust with clients, analyze needs, and offer tailored solutions. Proficiency in Microsoft Office software (Word, Excel, etc.) and in accounting software (SAGE..I am excited about an opportunity to bring my skills to new team.

EXPERIENCE

Marketing Manager : SWISS LAND SHOP (March 2025-September 2025)

- Promoted products through creative campaigns and social media.
- Designed advertising posters and promotional offers, creating modern and attractive content.
- Created and edited engaging videos with modern concepts, produced daily stories, and generated visual content to boost brand visibility.
- Established and optimized the shop's Google My Business profile, driving online visibility and generating positive customer reviews.
- Managed and grew the shop's social media presence (Instagram), launching targeted promotions and increasing follower engagement.
- Organized in-store displays and seasonal promotions to enhance customer engagement and sales.
- Developed and implemented promotional strategies to increase sales and attract new customers.
- Built strong customer relationships by providing personalized recommendations and ensuring satisfaction.
- Contributed to growing the store's reputation through creative marketing ideas and seasonal promotions.

Sales Executive: BLACK AND WHITE FASHION store (March 2024 -February 2025)

- Delivered personalized service to clients, ensuring satisfaction and repeat business
- Consistently reached and surpassed monthly sales goals by promoting new arrivals, styling tips, and promotional offers.
- Maintained excellent product knowledge of seasonal trends and materials to give expert advice and increase sales conversion.
- Developed strong communication and interpersonal skills with a diverse clientele
- Handled inventory, restocking, and POS transactions, ensuring smooth daily operations and excellent customer service.

Real estate Agent: (May 2023 – March 2024)

- Built trust with clients by understanding their financial needs and offering tailored property options
- Used social media to generate leads and follow up with potential buyers
- Understand clients' needs and expectations to offer them tailored solutions.
- Be proactive in seeking out new properties or clients.

Graduation Project : GENMAR Company (February – May 2024)

- **My Project:** Improvement of relationship management with prospects and current customers:
- Make an EXCEL table for prospecting and customer follow-up
 - Make an EXCEL table of customer complaints
- **My work Tasks**
- Monitoring stock levels and updating databases.
- Assisting with inventory management, including physical inventory verification.
- Preparing reports on stock status and any anomalies.
- Strengthened analytical and reporting skills relevant to banking operations
- Supported stock reporting and shipment control

Internship in an accounting office : (January - February 2024)

- Data entry and invoice processing in accounting software
- Gained understanding of basic financial documents and procedures

Stock management DERMAFIG company (June - September 2023)

- Management of stock levels to ensure product availability (products, packaging, etc.)
- Supervision of supply chain and production operations

Internship in Electrical equipment sales company (January - February 2022)

- Collaborate with colleagues (technicians, inventory managers, etc.) to ensure quality service.
- Product knowledge to meet customer needs and recommend products.

EDUCATION

Digital Marketing (February 2025)

Elite Training center

Bachelor's degree in Accounting and Finance (June 2024)

Higher Institute of Technological Studies of Nabel- TUNISIA

baccalaureate in Economics and Management (June 2021)

Tunisia high school

SKILLS

- Digital Marketing & Social Media Management (Instagram, Facebook, Google My Business)
- Content Creation (Graphic design, Video editing, Storytelling)
- Trend Analysis & Market Research
- Strong negotiation and closing skills
- Skilled in promoting new products and upselling
- Proficiency in Microsoft Office software (Word, Excel, etc.)
- Proficiency in accounting software (Sage, Univers Soft, etc.)
- Launch various types of advertising campaigns on Facebook and Instagram, analyze results, and on Google Ads.
- Use Google tools: Google Search Console, Google Analytics, Google My Business

CERTIFICATIONS

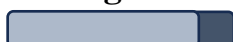
- Certificate in digital marketing
- Block Chain social media certificate
- Entrepreneurship certificate

LANGUAGES

Arab



English



French

