

Sofiane SERANDI

Sales & Marketing Manager

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Nationality : Algerian | Age : 47 years | Driving License : Yes

Available to relocate and join in Qatar from February 2026

Visa for Qatar in process



Professional Summary

Sales, Marketing, and Communication professional with 16+ years of experience across multiple industries, including sales experience gained in France, and 11 years as Managing Director of a communication agency.

Successfully managed multi-client portfolios, contributed to double-digit revenue growth, and built long-term client relationships.

Results-driven, detail-oriented, and committed to adding value and supporting company performance.

Core Competencies

Strategic Planning: Business Development, Market Analysis, Brand Positioning, Go-to-Market Strategy, Budget & P&L Management

Sales Leadership: B2B/B2C Sales, Key Account Management, Negotiation, Team Training, Client Retention

Marketing & Communication: Digital & Print Campaigns, Social Media Strategy (Facebook, Instagram, Pinterest), Content Creation, Promotional Materials Design (Catalogs, Flyers)

Operations & Production: Supply Chain Coordination, Vendor Management, Project & Event Logistics, Quality Control, Print Production (Offset/Digital)

Technical Tools: Adobe Creative Cloud (Photoshop, Illustrator), MS Office (Word, Excel), Digital Marketing, AI Tools (Plume, Manus)

Soft Skills: Strong Communication & Interpersonal Skills, Results-Oriented, Autonomy, Stress Resilience

Professional Experience

General Manager / Founder

Be In Com – Communication & Advertising Agency | Algiers, Algeria

January 2014 – Present

- Developed commercial strategies achieving 20% year-over-year revenue growth.
- Managed 50+ key client accounts across multiple sectors.
- Recruited, trained, and supervised a team of 10 designers and sales reps, delivering over 100 marketing campaigns with 95% client satisfaction rate.
- Led digital marketing initiatives on Facebook, Instagram, and Pinterest, boosting client engagement by 30%.
- Designed promotional materials (catalogs, brochures, flyers) using Adobe Photoshop & Illustrator.
- Negotiated with suppliers, improving profit margins by 15%.

Production & Planning Manager
2M Investissement | Blida, Algeria
April 2013 – December 2013

- Led a sales teams of 15, achieving monthly sales targets consistently.
- Expanded client portfolio by 20% through targeted prospecting and relationship management.
- Supported senior leadership in defining marketing strategy and product positioning.

Production & Planning Director
Horizon Numérique | Algiers, Algeria
March 2012 – August 2012

- Coordinated creative and technical teams (10 staffs) to deliver projects on time.
- Developed retention strategies for high-value clients, increasing repeat business by 15%.
- Managed project timelines and team planning.

Commercial Attaché (Sales Executive)
Sarl ALDP | Algiers, Algeria
May 2007 – November 2009

- Managed international procurement, customs clearance, and logistics for imported goods.
- Handled client invoicing, order processing, and debt recovery.
- Developed client portfolio, increasing revenue by 10% annually.

Administrative Officer (International Services)
BNP Paribas | Algiers, Algeria
December 2009 – February 2011

- Audited import files for compliance with banking and trade regulations.
- Streamlined administrative workflows, reducing processing times by 20%.

Education

- **Diploma of French Studies (DEF) |** Université Stendhal - Grenoble, France (2006)
- **Higher Diploma in Marketing & Sales Techniques |** Unipact Training School - Algiers (2004)
- **Diploma in International Trade (2-Year Program) |** Management Training School - Algiers (2001)
Credential Evaluation : **WES Canada**

Languages

- **Arabic:** Native
- **French:** Professional Working Proficiency (C1)
- **English:** Intermediate (A2/B1), currently upskilling