

Haired Abdelmalek



Doha, Qatar

+974 51794229

abdelmalekhair@gmail.com

PROFESSIONAL SUMMARY

Results-driven sales professional with a strong foundation in retail sales and customer service, combined with experience in e-commerce and digital marketing. Developed strong communication, customer engagement, and upselling skills in retail environments, then progressed into e-commerce and digital marketing roles. Skilled in website development, traffic growth, and converting visitors into bookings and sales.

SKILLS

- Customer Service Excellence:
- Sales & Upselling Techniques:
- Product Knowledge & Presentation:
- Communication & Interpersonal Skills:
- Teamwork & Collaboration:
- Visual Merchandising Support:

WORK EXPERIENCE

Mar 2023 — Nov 2025

Digital Marketing Manager , HedLuxury | Algiers, Algeria

- Planned and executed digital marketing campaigns to increase brand awareness, customer engagement, and sales growth.
- Managed paid advertising campaigns on Facebook, Instagram, and TikTok (Meta Ads & TikTok Ads).
- Managed customer communication through social media platforms and online channels.
- Created promotional content aligned with marketing objectives and brand positioning.

Nov 2020 — Jan 2023

Sales Associate, Bijoux Argento | Algiers, Algeria

- Delivered tailored luxury customer service in a high-end jewelry boutique, ensuring an exceptional client experience.
- Advised customers on product selection, contributing to increased conversion rates and sales performance.
- Handled pricing, point-of-sale transactions, and ensured accuracy in daily sales operations.
- Developed long-term customer relationships, supporting repeat sales and brand loyalty.
- Assisted with inventory management and maintained premium visual merchandising standards

EDUCATION

Sep 2024 - Present

Master's Degree In Accounting , University of Algiers 3 | Algiers, Algeria

Sep 2021 - Jun 2024

Bachelor's Degree in Accounting & Finance , University of Algiers 3 | Algiers, Algeria

LANGUAGES

Arabic	Native	French	C1 - Advanced
English	B2 - Upper intermediate		

LINKS

[linkedin.com/in/abdelmalek-haired-1500a43a3](https://www.linkedin.com/in/abdelmalek-haired-1500a43a3)