



# HAIRED ABDELMALEK

+974 5179 4229  
abdelmalekhaired@gmail.com  
Doha, Qatar

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.

## LANGUAGES

Arabic : Native  
French : Fluent  
English: Upper intermediate

## LINK

<https://www.linkedin.com/in/abdelmalek-haired-1500a43a3>

## SKILLS

- Customer Service Excellence
- Sales & Upselling Techniques
- Product Knowledge & Presentation
- Communication & Interpersonal Skills
- Teamwork & Collaboration
- Visual Merchandising Support
- SLA & KPI Management
- FCR Optimization
- Social Media Management
- Video Editing (CapCut, Adobe Premiere)

## WORK EXPERIENCE

### HEDLUXURY

2023-2025

#### Sales Executive | Digital Marketing Specialist

- 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.

#### Sales Associate

- 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

### Bijoux Argento

2020-2023

## EDUCATION

2024-2026

Algiers, Algeria

Master's Degree In Accounting , University of Algiers 3

2021-2024

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