

Sid Ali Mekhakhchi

Administration | Marketing | Commercial Specialist

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Strategic and results-driven Commercial Operations & Marketing Specialist with over 6 years of experience in high-end Retail, Hospitality, and Luxury Brand Promotion. offering a unique dual expertise in business growth and regulatory compliance. Proven expertise in driving 15-30% revenue increases through data-driven sales strategies and multilingual client relationship management. Quadrilingual professional (Arabic, French, English, Turkish) with a valid Driving License.

KEY SKILLS

- Customer Service Excellence & Relationship Management
- Sales & Marketing Strategy Implementation
- Team Leadership & Staff Supervision
- Administrative Operations & Schedule Management
- Cash Handling & POS Systems Management
- Inventory Management & Stock Control
- Multilingual Communication (Arabic, French, English, Turkish)
- MS Word, Excel, and basic CRM tools
- Legal & Compliance

WORK EXPERIENCE

Brand Ambassador & Commercial Representative (Freelance) **Nov 2025 – Present** **Luxury Sector: Sephora, Givenchy, Armani, Guerlain | Doha, Qatar**

- Represented luxury brands at promotional events, increasing product engagement by 30%.
- Assisted in marketing campaigns and in-store product launches, achieving measurable brand visibility.

Sales Operations Specialist **Sep 2022 – Jul 2025** **Chiza Store | Algiers, Algeria**

- Processed over 100 daily transactions using POS system, maintaining 99% accuracy in cash handling.
- Assisted an average of 50 customers per day, improving customer satisfaction scores by 20%.
- Organized product displays and managed inventory restocking, reducing stock discrepancies by 15%.

Front of House Specialist **Jul 2024 – Jul 2025** **Le Dauphin Restaurant | Algiers, Algeria**

- Delivered premium dining service to 80+ guests daily, enhancing customer satisfaction scores by 15%.
- Optimized table turnover and seat management, increasing operational efficiency by 20% during peak hours.
- Ensured 100% compliance with international food safety and health regulations to maintain high-quality service standards.
- Leveraged multilingual skills (Arabic, French, English, Turkish) to provide tailored service to international clientele.
- beverage sales

Guest Relations Associate **Jun 2023 – Jun 2024** **Le Audin Tea Room | Algiers, Algeria**

- Managed front-of-house operations for a high-end tea room, contributing to a 10% growth in repeat guest visits.
- Processed daily transactions accurately using POS systems, maintaining 99% precision in cash handling and reporting.
- Coordinated with the kitchen and service staff to reduce order wait times by 25%.

Commercial Branch Manager

Feb 2019 – Oct 2022

Happy Boba shop | Algiers, Algeria

- Led a cross-functional team of 8, optimizing workflows that enhanced service delivery speed and team productivity by 25%.
- Developed weekly staff schedules and optimized operational workflow, reducing customer wait time by 30%.
- Implemented promotional campaigns, increasing monthly revenue by 15% on average.

VIP Fashion Consultant

Jul 2018 – Oct 2019

VIP Mode Boutique (Men's Luxury Boutique)

- Consistently exceeded monthly sales targets by 20% through personalized styling and expert consultations for high-end menswear collections.
- Supervised high-value stock management with 99% accuracy, minimizing discrepancies and ensuring the availability of exclusive items for VIP viewings.
- Optimized store layouts and window displays, resulting in a 25% increase in daily foot traffic and reinforcing the boutique's luxury brand image.

EDUCATION

Master's Degree (Year 1)

Faculty of Law, Mohammed Bouguerra University, Boudouaou

Sep 2024 – Jul 2025

Bachelor's Degree

Faculty of Law, Mohammed Bouguerra University, Boudouaou

Sep 2023 – Jul 2024

Baccalaureate in Literature and Philosophy

Sep 2017 - Jul 2018

LANGUAGES

- Arabic – Native
- French – Fluent
- English – Intermediate
- Turkish – Intermediate

INTERESTS

- **Sports & Fitness:** Committed to physical discipline and teamwork through regular sports activities, fostering resilience and goal-oriented performance.
- **Travel & Cultural Exploration:** Passionate about discovering diverse cultures and international markets, enhancing cross-cultural communication skills and global perspective.
- **Volunteering & Community Service:** Actively engaged in charity organizations and associations, demonstrating a strong commitment to social responsibility, leadership, and community impact.