



ASMA HARRIRECHE

-CITY SIDI HAMMED-MEFTAH

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CAREER OBJECTIVE

A challenging position in a dynamically creative environment, whereby my interpersonal skills, communication skills, and background related to the Export, Travel and Tourism fields can be applied & utilized to gain field experiences and feel full responsibilities.

EDUCATION

UNIVERSITY DEGREE	Higher International Management Institute (HIMI)
Jul 2011	Bts. of Management Science – Major (Marketing)
Sep 2013	Ecole de commerce international et marketing (ESGCI) PARIS
	Bsc. of Business Administration – Major (Commercial Engineering)

WORKING EXPERIENCE

□ NOV 2020 – PRESENT

FULL SCREEN PRODUCTION COMMERCIAL DIRECTOR&DECORATION CONSULTANT

JOB SUMMARY:

- MARKETING AND SELLING ADVERTISING SPACE
- Coordinating sponsorship.
- Liaising with suppliers and contractors
- consulting and approval of the final décor for the tv stage

□ MAR 2018 –DEC 2020

FLORIDA TOURISM EGYPT

COMMERCIAL DIRECTOR (NORTHWEST AFRICAN /EUROPE REGION)

JOB SUMMARY:

- SELLING DIFFERENT TOURISTIC PROGRAM TO TRAVEL AGENCIES IN DIFFERENTS
FRENCH SPEAKER COUNTRIES (B TO B APPROACH)
- Approving and processing payments and follow up with the collections team.
- Meeting clients and set out their travel arrangements.
- Settling clients' complains and ensuing exceptional customer satisfaction levels.

❑ JAN 2016 – PRESENT

**ELQIRAT FOR EXPORT AND COMMERCE
BUSINESS DEVELOPMENT DEPARTMENT**

POSITION: CO-FOUNDER

JOB SUMMARY:

- Developed solid company profile for exporting raw materials and semi-finished products through establishing strong relationships with our business partners in Egypt and Algeria.
- Define short and long term commercial objectives and strategies for the global export market.
- Optimizing growth and productivity across the North African market.
- Drive large account relationships by understanding customer needs and contracts timeframes.
- Coordinate needs and opportunity assessments across regions for multi-region clients.
- Evaluate customer performance for contract compliance.

❑ APR 2016 – OCT2017

**AKFADOU TOURISME
COMMERCIAL / INTERNAL AFFAIRS DEPARTMENT**

ALGERIA

POSITION: SALES MANAGER

JOB SUMMARY:

- Organizing seminars and team building sessions at the business sites.
- Arranging flights, insurance and accommodation.
- Managing flight bookings through the Amadeus ticketing system.
- Approving and processing payments and follow up with the collections team.
- Meeting clients and set out their travel arrangements.
- Settling clients' complains and ensuing exceptional customer satisfaction levels.

❑ MAR 2015 – APR 2016

**ISTIRAHA VOYAGES
COMMERCIAL / INTERNAL AFFAIRS DEPARTMENT**

ALGERIA

POSITION: SALES MANAGER

JOB SUMMARY:

- Organizing seminars and team building sessions at the business sites.
- Arranging flights, insurance and accommodation.
- Managing flight bookings through the Amadeus ticketing system.

- Approving and processing payments and follow up with the collections team.
- Meeting clients and set out their travel arrangements.
- Settling clients' complains and ensuing exceptional customer satisfaction levels.

□ FEB 2014 – FEB 2015

**PROXIMITY PR (CAPEDES)
EXHIBITIONS DEPARTMENT**

ALGERIA

POSITION: EXHIBITIONS ORGANIZER

JOB SUMMARY:

- Locating suitable venues.
- Financial and managerial administration.
- Marketing and selling exhibition space / stands.
- Coordinating sponsorship.
- Advertising and publicizing events.
- Liaising with caterers, suppliers and contractors.
- Designing brochures and promotional materials.
- Overseeing the production of tickets and advertisement materials.
- Undertaking market research.
- Ensuring compliance with health and safety legislation.

During this period, I was honored to be among the team managing all the arrangements for 3 major exhibitions:

*Logimmo: International Fair of Housing and Real Estate.

*Cosbis: International Fair for Cosmetics and Well-being.

*SIAG: International Fair of Agribusiness.

□ SEP 2012 – JUN 2013

SALON DE L'AMBAUCHE

ALGERIA

POSITION: EXHIBITOR ORGANIZER

JOB SUMMARY:

Organizing the 1st and 2nd edition of the recruitment fair "Salon de L'ambauche" to avail job opportunities for the students of HIMI.

- Organizing the event.
- Managing the student groups.
- Follow up the registration of students and sponsors.

COURSES

□ AMADEUS ALGERIA

Completed the Amadeus first level ticketing system course.
Algeria, Feb 2015

LANGUAGE SKILLS

- Arabic; Native language
- French; fluently spoken, read, written, and communicated with.
- English : spoken, read, written .

COMPUTER SKILLS

- Categorized as a proficient computer user.
- Very good command of Microsoft Windows 7, XP, Vista operating systems.
- Very good command of Microsoft Office 2010 (Word, Power point, Excel).
- Excellent command of utilizing facilities of the Internet.

SKILLS HIGHLIGHTS

- Motivated and enthusiastic about developing good relations with others.
- Effective working alone or as a co-operative team member.
- Enhanced the ability to listen with objectivity and logically analyze information.
- Continuously improve the working procedures and environment through non judgmental criticism and positive actions.
- Excellent time management skills and the ability to prioritize projects and multiple tasks.
- Ability to understand complex technical information and translate this information into relevant business terms and concepts.
- Strong leadership abilities.

PERSONAL INTERESTS

- Fashion design Swimming, Horse riding, Reading.

PERSONAL DATA

Date of Birth : November 30, 1989
Place of Birth : Algeria
Nationality : Algerian
Marital status : Single
