



# IKRAME ZHAR

## Marketing and selling specialist

- Casablanca, Morocco
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### PROFESSIONAL SUMMARY

Multilingual professional with experience in customer service, communication, and digital marketing support. Skilled in handling client requests efficiently, delivering personalized service, and maintaining professionalism under pressure. Adaptable, reliable, and committed to enhancing client satisfaction and overall performance.

### CORE SKILLS

- Sales & Client Conversion
- Marketing Strategy & Campaigns
- Customer Relationship Management (CRM)
- Social Media & Digital Promotion
- Lead Generation & Prospecting
- Communication & Client Interaction
- Negotiation & Objection Handling
- Problem Solving & Adaptability
- Content Creation & Audience Engagement

### EDUCATION

- **MBA Option Digital Marketing** – WES'SUP Business School Geneva (Present) REMOTELY
- **Bachelor in Digital Marketing** – WES'SUP Business School Geneva (2023–2025)
- **Licence in Management** (2023–2024)
- **Diploma of Advanced Technician** in Business Management – Omnia School (2021–2023)
- **Diploma of Higher Education** in Economics & Management – Hassan II University (2021–2023)
- **Baccalaureate** in Accounting & Administration (2021)

### Certifications

- **BDE President Certification** (2023–2024)  
Leadership, event management, communication & team coordination.
- **“Learning How to Learn”** – Coursera (2021–2022)

Productivity, problem-solving, learning strategies — very valued internationally.

- **Vice-President & Ambassador Certificate** – Omnia School of Business (2021–2022)

Public speaking, client interaction, representation, professional communication.

### LANGUAGES

- English (Fluent)
- French (Fluent)
- Arabic (Native)
- Italian (Intermediate)
- Deutsch (Beginner)

### PROFESSIONAL EXPERIENCE

#### Business Developer & Community Manager – Omnia School of Business & Technology (Aug 2024 – Present)

- Managed international professional trainees
- Handled inquiries
- Created social media content
- Organized events
- Coordinated partnerships
- Managed CRM
- Provided culturally aware support

#### Back Office Technical & Client Service Representative – Intelcia (Oct 2024 – Present)

- Handled high
- Volume calls
- Processed client requests
- Ensured accuracy
- Prepared reports
- Delivered professional premium service.

#### Project Development Manager Intern – Na Performance Consulting (Mar 2024 – May 2024)

- Developed strategies
- Prospected clients
- Managed communication
- Monitored digital projects
- Supported content creation.

#### Marketing Trainer & Team Formation – Eventure FSJES (Oct 2022 – Jan 2023)

- Trained teams in digital marketing
- Performed marketing analysis
- Supervised operational marketing tasks

#### Marketing Intern – GFC Consulting (Sep 2022 – Oct 2022)

- Developed marketing plans
- Analyzed Mix Marketing
- Executed SMO/SMA/SEO/Emailing/Inbound & Outbound campaigns ncluding benchmarking.

#### Client Service Intern – Marjane Holding (Apr 2022 – May 2022)

- Managed customer relations, coordinated with suppliers, recorded sales, and verified inventory documentation.