

Ons Borcheni

Contact information

- Beşevler, Nilüfer, Bursa
- +90 530 074 62 99
- Ons.borcheni123@gmail.com
- Born in: 19/04/2001

Skills

- International B2B Sales
- Marketing Strategy
- Google Analytics
- CRM Tools (e.g., HubSpot, Zoho)
- Social Media Management
- Canva & Content Creation
- Export/Import Procedures
- Client Relationship Management

Languages

- Arabic: Native
- English: Fluent
- French: Fluent

Summary

Results-driven and multilingual Sales & Marketing professional with a master's in digital marketing and strong experience across sales management, digital campaigns, and international trade. Currently working as a Sales Manager at Makelport in Turkey, leading B2B initiatives and driving export growth. Known for adaptability, customer-centric thinking, and strategic execution. Passionate about digital transformation and e-commerce development.

Work Experience

- *February 2025 — Present*

Sales Manager • Makelport • Nilüfer, Bursa

- Manage and expand B2B client base across international markets. - Identify and contact potential partners through platforms like Alibaba and other B2B sites.
- Handle export operations and client negotiations.
- Support e-commerce and marketing content creation.

- *February 2024 — February 2025*

Marketing Manager • Mahassen Beauty Centre • Sfax, Tunisia

- Designed and executed marketing strategies, increasing Instagram followers from 32k to 61k.
- Manage social media content and digital campaigns.
- Analyzing and Enhancing Marketing Reports
- Conducted market analysis and managed customer communication

- *June 2023 — September 2023 (internship)*

Marketing assistant • CEG Company • Sfax, Tunisia

- Assisted in planning and executing marketing campaigns.
- Conducted market research and analyzed customer feedback.
- Supported content creation and digital marketing efforts.
- Contributed to SEO optimization of the company's digital content.

Volunteer Experience

Member - Pole Étudiant Entrepreneur | IHEC Sfax | 2021 - 2023

- Participated in student entrepreneurship events and marketing workshops.

Education

- *September 2023 – June 2025*

Master’s Degree in Digital Marketing • IHEC Sfax

- *September 2020- May 2023*

Bachelor’s degree in marketing • IHEC Sfax

- *July 2020*

Baccalaureate (High School Diploma)