Mariem Maamouri

B2B SALES EXECUTIVE

CONTACT

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SUMMARY

Results-driven professional with a background in English Literature, blending persuasive communication, strategic negotiation, and cross-cultural leadership to drive B2B growth. Proven in international sales, procurement optimization, and team development. Fluent in Arabic, English, French (German working knowledge). Passionate about sustainable sourcing and talent mentoring.

WORK EXPERIENCE

AEGAN INTERNATIONAL Dubai, UAE
Remote Sales Executive – Europe & Africa Region | Feb 2025 – Present

- *Identifying and research potential clients (B2B) in target markets.*
- *Collaborating with 50+ clients to identify needs and deliver customized solutions, achieving a 95% customer satisfaction rate.*
- Analyzing industry trends and competitor activities and d*eveloping a strategic sales funnel*

MasterFnB Spain S.L., Istanbul, Turkey
AREA Sales Representative – MEA Region | Jun 2024 – Feb 2025

- *Spearheaded sales initiatives resulting in an increase in regional revenue within the first six months.*
- *Collaborated with 25+ clients to identify needs and deliver customized solutions, achieving a 95% customer satisfaction rate.*
- *Developed a strategic sales funnel that expanded the customer base by 30%.*

Meet2Talk, Istanbul, Turkey
English Language Speaker (Sessions Moderator) | Nov 2023 – May 2024

- *Curated and moderated discussions for 50+ English language learners, enhancing engagement and proficiency.*
- *Led recruitment campaigns, successfully onboarding 10 high-quality speakers from diverse cultural backgrounds.*

EROĞLU ISI, Istanbul, Turkey
Export & Marketing Manager | Aug 2023 – Nov 2023

- *Managed export operations that increased brand visibility by 25% in target markets.*
- *Strengthened relationships with 5 key international partners, resulting in a growth in exports.*

EDUWORLD, Tunis
Admission Officer | Nov 2022 – Jan 2023

- *Guided 100+ prospective students through the admissions process, ensuring a seamless experience.*
- *Assisted in tracking and facilitating the VISA process for students, leading to a 90% success rate.*

AIESEC in Tunisia
National Head of Incoming Global Talent & Teacher | Jul 2022 – Jun 2023

- *Oversaw initiatives that grew AIESEC's talent pool by 40%, implementing strategic recruitment strategies for both the organisation , the stakeholders and partners.*
- *Planned and executed programs that enhanced member engagement, leading to a 25% increase in participation.*

ADDITIONAL EXPERIENCE

RadioMed, Nabeul
Columnist | Jun 2020 – Sep 2020

- *Prepared scripts and content for radio segments, delivering engaging and informative programs to a broad audience.*

AIESEC Experience (Oct 2019 – Jun 2023)

- *Vice President of Incoming Global Exchange | Jun 2021 – Jan 2022*
- *Vice President of Incoming Global Volunteer | Feb 2021 – Jun 2021*
- *International Relations Manager | Feb 2020 – Jan 2021*

ENACTUS FSEG MAHDIA
Team Member | 2018 – 2019

CONTACT & INVOLVEMENT

- **BIL Tunisia:** *PR Committee President of BIL Mahdia V2.0*
- **ASPEN Cap-Bon:** *Member, 'Forum du Cap-Bon'*
- **WWF North Africa-Tunisia:** *Volunteer, 'Earth Hour'*
- **AIESEC Organizing Committees:** *PR for events including 'Where to?' and 'Global Village'*

EDUCATION

National Licence in English Literature and Civilization *2019 - 2022*

- Higher Institute of Languages of Nabeul (ISLN), Carthage University

LANGUAGES

- Arabic (native)
- English (excellent)
- French (Fluent)
- Germen (A2.1)

RELEVANT SKILLS

- **Sales & Marketing:** Strategic planning, crisis management, market analysis
- **Leadership:** Team management, recruitment, talent development
- **Communication:** Cross-cultural communication, problem-solving, adaptability