

LAMYAA BEKKALI

30 Yrs old, married, 1 Kid
Moroccan
Tel : 00212 662 162 161
[@: lamyaa.bekkali@yahoo.fr](mailto:lamyaa.bekkali@yahoo.fr)

* Dynamic
* Ambitious
* Creative



ACADEMIC BACKGROUND

HIGH INSTITUT OF COMMERCE & BUSINESS ADMINISTRATION (ISCAE)	2013
Master's degree in Sport Management from ISCAE Morocco	
HIGH SCHOOL OF MANAGEMENT (ESG)	2012
Master's degree in Commerce and Marketing from ESG Morocco	
MOROCCAN INSTITUT OF MANAGEMENT (IMM)	2010
Bachelor's degree in Management from IMM	
EL MOKHTAR ESSOUSSI HIGH SCHOOL	2007
Baccalaureate in experimental sciences	

TAEKWONDO PERFORMANCE

*** WT Educator for Level I and Level II (March '19)

*** 2nd POSITION WORLDWIDE RANKING LIST (March ranking list)

International performances	Dates & places
Silver Medal International Open Class A	Tunisia 2014
Bronze Medal African Championship	Tunisia 2014
Bronze medal at the Mediterranean Games	Turkey, Mersin 2013
Bronze medal at US Open class A	USA, LasVegas 2012
Bronze medal at pan arab games	Doha Qatar 2011
5th place at the world university games	China shenzhen 2011
Silver medal at the US Open class A	USA, Las Vegas 2011
Silver medal at the world taekwondo championship	Korea, Gyongju 2011
Gold medal at Belgium Open Class A	Belgium 2011
5th place at US open	USA Texas 2011
Gold medal at africa championship	Libya 2010
Gold Medaluniversity Pan-Arab Games	Egypt 2010
World Taekwondo championship	Participation Danemark 2009
Gold medal at africa championship	Cameroun 2009
Bronze medal at World cup championship	Azerabaijan 2009
Gold medal at the medeterannien cup	Morocco, Rabat 2009
Gold medal at the international open Alicante class A	Spain, Alicante 2009
Gold medal at cartage international open	Tunisia 2009
Bronze medal at the international open class A	Spain alicante 2007
Silver Medal Eighth International Festival of South Korea	Korea, seoul 2006
World cup taekwondo championship	Participation thailand 2006
Junior world taekwondo championship	Participation vietnam 2006
Gold medal at Tunisia Open	Tunisia 2006
Junior gold medal and senior gold medal Lille Open (and title of best fighter)	France Lille 2006
Gold Medal World Cup Francophone (and title best fighter)	Niger 2005

National performances	Dates & places
Moroccan champion	Rabat 2005
Moroccan champion	Fes 2006
Moroccan champion	Beni Mallal 2007
Moroccan champion	Khmissat 2008
Moroccan champion	Rabat 2009/2010
South Korea Ambassador cup Champion	Rabat 2005/2007 /2008
South Korea Ambassador cup Champion	Oujda 2009
Champions Champion	Rabat 2007/2008/2009

*** TRAININGS

Nature	Organisms	Dates
Training camp with the Taekwondo National Team	F.R.M.T	2009-2012
	Korea	2006
	France	2010
	USA	2009/2010/2011/2012
	Spain	2009/2010/2011/2012

PROFESSIONAL BACKGROUND

LAFARGEHOLCIM Maroc - Operational Marketing Manager, Digital & Communication



(March 2018- to date)

Management and development of "BINASTORE" in terms of image, notoriety and strategy
Marketing and Digital Management of BINASTORE
Edition, Design and development of communication support
Design of operational tools and direct marketing
Promotion of the visual identity of BINASTORE on channel and points of sales
Management of the new store openings and transformations
Planning, preparation of promotion actions and point of sale animation
Monitoring of communication campaigns (ATL & BTL ...)

Main Achievements :

Ensure Target Achievement ~ 220M MAD/Yearly
Participation in the new Retail activity launching strategy "BINASTORE"
Elaboration of the 1st BINASTORE catalog with 23 suppliers, 2300 references
Introduction and boost sales of the "Second Œuvre" line up with affiliates

Learnings :

Time & Stress Management (Dale Carnegie) certificate

SAMSUNG ELECTRONICS MAGHREB ARAB -IT Product Manager

Monitor the achievement of IT business Target for Maghreb Arab region
Select the line up & Led Purchase Prices Negotiation with HQ
Decide on product price positioning based on price map & competition
Ensure profitability and P&L Management
Establish the Sales Plan by RTM/consensus update with KAMs

SAMSUNG (July 2013-December 2017)

Main Achievements :

Ensure Subsidiary Target achievement ~ 30M USD Yearly
2nd position on Printer Market Share
3rd position on Monitor Market Share
Winning the major B2B strategical deals (Airport, Banking, gouvernement..)

Follow up the sales achievement vs Target with KAMs
WOS & inventory Management: Analyze Channel & Internal Stocks and make promotions to drive sales and boost sell out.
Ensure Demand forecasting with HQ & monitor purchasing from factory
Market Share/Size analysis: by Segment and follow up the Market Demand, IDC/GFK
Establish the Marketing Calendar declined by month
Develop & drive competitive marketing & communication plans (ATL & BTL)
Make Business review & strategic presentations
B2B deal qualification
Support sales by being involved on major opportunities & Partner visits

SAMSUNG ELECTRONICS MOROCCO -Key Account Manager

Ensure the Target achievement
Promotion of IT product (Laptop, camera and printer) on Retail channel
Proposal of the adapted promotion campaigns of Brand shops and specialized stores
Negotiation of partners Yearly Business contract and ensure the Targets achievement
Make regular Business review with partners

SAMSUNG Best employee in 2013

Learnings :

SES (Samsung Electronics Sales) certificate
SEB (Samsung Electronics B2B) certificate
SEM (Samsung Electronics Marketing) certificate

SAMSUNG (January 2013 - July 2013)

Main Achievements :

Ensure Target Achievement ~ 1,5 USD Yearly
Product trainings for partners

Learning :

SES (Samsung Electronics Sales) Certificate

COMPUTER SKILLS

MsOffice (Word, excel, PPT, Access...)
ERP (SAP)

LANGUAGE

Anglais : Fluent **Français** : Bilingual
Espagnole : Medium **Arabe** : Native