

Ryad - Belmahdi

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EDUCATION

Bachelor in Business Administration

campus strat@tinno Business School

Algiers, Algeria

Sep 2019 - Nov 2022

- **Option:** Business Development Manager “ Digital Marketing”
- **Relevant Classes :** Digital marketing, Macro-economy, Accounting, International trade

French General Baccalaureate, Social Economy Section

Les glycines school

Algiers, Algeria

Sep 2018 - Jun 2019

- **Option:** Mathematical speciality
- **Graduated :** In 2019

WORK EXPERIENCE

Business Administrator

BMC confections (Fashion retail company)

Algiers, Algeria

Mar 2023 - Nov 2023

- Maintained the relationship with clients and business owners
- Developed and deployed short-term and long-term commercial plans for clients
- Monitored the impact of the commercial operation

End-of-study internships in Marketing and IT department

Play mode group (Retail company)

Algiers, Algeria

Year : 2022

Theme: “Improvement of digital channels and its impact on notoriety”

- make a review of the marketing strategy and the web site
- Elaborating a marketing strategy
- Building full design of the futur web site

EXTRACURRICULAR ACTIVITIES

creation of a dry cleaning business

Project school

Algiers, Algeria

Apr 2022

- market research.
- Choice of target audience and positioning
- Establish the communication axis and price
- study of Competitive Analysis (SWOT, Porter)
- Mixed marketing

Run a beverage business competition

School project participant

Algiers, Algeria

jan 2021

- Win first place in the competition
- Making a new plan that focuses on improving marketing and social media to make more sales.

Organising a video games tournament

Organizer

algiers, algeria

dec 2020

- successfully organized and manager with 32 participants
- implemented a buy-in system where entry fees funded the cash prize of a bluetooth earphones and additional rewards
- ensured the event was profitable through careful budgeting and financial plannig
- coordinating event logistics, including registration, scheduling and bracket managment

SKILLS AND INTERESTS

Language : English (fluent), Arabic (fluent), French (native)

IT Skills : Suite Office (word, PowerPoint, Excel), UI “Figma, AdobeXD” (Advanced level), Canva (mid Level), Python (introduction)

Interests : Entrepreneurship, Technology Trends, Sports