



**BUSINESS COACH
TRAINER® RNCP**

**CONSULTANT MARKETING
& COMMUNICATION**

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ACTIVITIES :

YOUTH PEOPLE MENTORING

**VOLUNTEERING IN INCLUSIVE
SUBJECTS**

WOMEN EMPOWERMENT

Soumaya Boudarraja

MY PROFILE

PASSIONATE ABOUT MARKETING, I OFFER SUPPORT IN THE DEVELOPMENT OF THE MOST INNOVATIVE AND RESULTS-ORIENTED BRAND MARKETING STRATEGIES

PASSIONATE ABOUT HUMAN SCIENCES, I HELP MANAGERS DISCOVERING THEIR POTENTIAL TO ACHIEVE THEIR GOALS, IN LINE WITH THEIR VALUES, THEIR IDENTITY AND THEIR DEEP MOTIVATIONS

MY PROFESSIONAL EXPERIENCE

Business Coach Trainer® Consultant Since september 2019

- Supporting new entrepreneurs in the launch of their projects : Conception of Marketing and Communication Strategy; Coaching in the definition of their Vision and Strategy; Improving their Personal branding; Implementing their Smart Action plan.
- Supporting and Coaching managers in their professional retraining
- Training and mentoring in empowerment in Soft Skills & NLP
- Training in the process of developing the PVU Values Proposition

Executive Quality & Customers Relationships Manager / SAHAM Group

MARCH 2010- AUGUST 2018

- Implementation of the Customer Centric Strategy
- Launching and management of several Integrated Service Platforms combining new Technologies and Talented Human resources
- Designing and Driving of KPIs for several strategic processes
- Driving Satisfaction Customers Barometers at several scales

Head of Marketing Mission to the General Management / CNIA Insurance

DECEMBER 2006- MARCH 2010

- Executive member of the Steering Committee, with Accenture PARIS, as part of the preparation for the Merger of the two Companies
- Management of Positioning and Branding projects; Mapping of new products; Target communication campaign; Management of project teams; Communication crisis Management

Marketing Director & Brand Manager / YAMAHA Morocco

JUNE 1999- JULY 2006

- Design of the Brand's Strategic Marketing Plan
- Driving the annual promotional plan for the network of distribution network on the different markets (pleasure, fishing, agriculture)
- Development and monitoring of the annual commercial action plan in collaboration with the Managers of the Africa Region and the Regional Directors of Yamaha JAPAN
- Implementation of the Human Organization (recruitment, training, team management, skills development, commercial challenges, etc.)
- Management of growth KPIs and field challenges

Head of Marketing and Communication Department / CREDOR

MARCH 1996- APRIL 1999

- Definition of the Marketing Policies and the Business plans
- Development of the action communication plans
- Organization of all company's events
- Management of cordial relationships with representatives of media and advertising agencies

MY STUDIES & DIPLOMAS

- 2018-2020 : Professional Coaching and Training of Managers / High School of Coaching Paris / Accredited RNCP France & RNCP Europe
- 2006-2007 : Master in Services Marketing / University of Lille France
- 1992-1996 : Specialised license diploma in Marketing Communication Sales ESIG Morocco

