

# Fedia BOUSLAMA

Born 09 Oct 1994 in Tunis

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## OBJECTIVE

Seeking a position that will utilize my management, sales & negotiation, marketing & communication, public speaking, and interpersonal skills

## SUMMARY OF QUALIFICATIONS

- Over 4 years of experience in Sales
- Over 2 years of experience in Management and Team Leading
- Over 2 years of experience in radio broadcasting
- Proven ability in event hosting and live community management
- Reputation for international adaptation
- Reputation for communication and presentations skills
- Reputation for team playing and multi-tasking

## EDUCATION

### **American University in North Africa (AUNA)**

2017-2019

Degree: Masters in Business Administration, E-Commerce and Digital Marketing

GPA: 3.98 (A=4)

### **Tunis Business School (TBS), State University of Tunis.**

2013-2017

Degree: Bachelor of Science in Business Administration (BBA)

Major Marketing /Minor Finance

GPA: 3.138 (A=4.0)

## WORK EXPERIENCE

### • **Sales Manager**

Wall Street English Tunisia

September 2019 - December 2021

- Manage, select, develop, train and motivate the direct sales to ensure that the right people are delivering the required levels of performance
- Organize training sessions to align with expected call volumes, or plan and schedule trainings for new sales campaigns
- Assist sales team with coaching, conduct one-on-one sessions/role plays for improvement of performance
- Develop, review, and distribute daily, weekly, monthly performance and other reports
- Motivate and maintain the discipline and morale of direct sales personnel
- Appraise the performance of individual direct sales personnel in accordance with the established appraisal system, with the aim of increasing individual and overall productivity

- **Education Consultant**

Wall Street English Tunisia

June 2018- June 2019

- Responsible of booking and holding sales appointments and signing the expected number of contracts.
- Responsible of resolving no-show or cancelled appointments, and holding after sales sessions and negotiations to generate renewals and referrals.
- Responsible of providing one to one personalized course advice that will work for the prospective student, which will result in the sales of the contract, as well as the nurturing and follow up of current students.
- Responsible of being part of the customers' learning experience from beginning until end, by getting their feedback and working on meeting their expectations
- Responsible of representing Wall Street English Tunisia in big Tunisian events, promoting its programs to Tunisians from different backgrounds (Students and professionals).
- Co-presenter of WSE Radio Show "Opinions by WSE", a show that offers articles from all over the world to listeners of Express FM, helping them improve their language skills by giving them access to new language tips/pieces of advice in English/French.
- Part of the community management team that works on being there for all WSE community online, more specifically on social media channels.

- **Advisor, Marketing & Recruitment**

American University in North Africa

August 2017-December 2017

- Worked on advising and recruiting students for the different programs offered by the university
- Responsible of the Community Management of the university
- Worked on communicating the university values on media (Broadcasts on well-known Tunisian Radio Stations)
- Held meetings with communication companies to work on a long term marketing plan for the university
- Made presentations for prospective students/companies about the different university programs (BBAs/MBAs)
- Coordinated the MBA in Digital Marketing program: Responsible of communicating with all the American visiting professors.

- **Counselor and Instructor (Internship)**

*Camp Newaygo*, Michigan, United States

June 2019 – August 2019

The experience aimed to work towards fulfilling the Sustainable Development Goal by the United Nations SDG #10, which is reducing inequalities, by working with people of disabilities and facilitating activities for them.

Main activities were:

- Facilitating activities to motivate self-empowerment and self-discovery in a safe environment  
Creating and preparing workshops related to the attitude and skills needed for self-development
- Receiving two weeks of training in camp counseling, including a CPR and First Aid training
- Collaborating with a new co-counselor each week from across the US and world.
- Encouraging girls to try new activities and challenges throughout the week
- Instructing classes related to camp activities and challenges throughout the week, putting the focus on communication and public speaking

## VOLUNTEER EXPERIENCE

- **Trainer (Internship)**

MedSirat

February 2018- July 2018

- Delivered Trainings in Project Management for students/entrepreneurs wanting to launch their own businesses
- Collaborated with other team members to insure upcoming trainings of trainers
- Worked on organizing innovative trainings that would benefit students (especially those in marginalized areas)

- **Sales & Marketing Intern**

OiLibya Tunisia

July 2016

- Worked on a 3-year Marketing Action Plan Draft for the company
- Contributed to the design of the Monthly Newsletter
- Visited the National Oil Zone and discovered the procedure of packaging and delivery of the final goods to customer

- **Radio Personality and External Contributor(Internship)**

International service of Radio Tunis (RTCI)

March 2014-April 2016

- Prepared, edited, and delivered chronics as part of the English Hour program.
- Covered live Tunis business school events through direct phonecalls
- Took care of the Facebook page of the program and served listeners demands
- Made live interviews with guests with different nationalities and backgrounds

- **Part Time Sales & Marketing Assistant (Internship)**

Bousslama Bureautique

2015-2017

- Dealt directly with customers and met their demands and expectations
- Achieved up selling and cross selling deals with customers
- Attracted new customers and built strong relationships with them through follow ups (Phone calls/Emails)
- Promoted the company online via Social Media Presence
- Prepared online/offline posters with promotional content

- **Co-organizer**

Edupartage Tunisia

September 2014

- Co-organized the opening ceremony of the Canadian School at Tunis, in collaboration with Edupartage
- Guided parents and helped them with the procedure of choosing books for their children
- Dealt with students aged between 6 and 12 years old and helped them with the discovery of the school and first meeting with teachers.

- **Co-organizer**

Teachers of English to Speakers of Other Languages Tunisia (TESOL) Tunisia

May 2014

- Co-organized the Tunisia TESOL second national conference "Reflective English Language Teaching: Exploring our own classroom practice"
- Participated in group debates and interacted with international teachers through discussions about the need to new methods in teaching.

## HONORS AND AWARDS

- **IELTS English Certificate**  
Score 7.5
- **Adult and Child First Aid/CPR/AED with Anaphylaxis/Epi**  
Conducted by the American Red Cross  
Date completed 02/07/2019  
Duration: 2 years
- **Winning Submission**  
2014 Writing competition about the International Woman Day organized by the British Embassy Tunisia
- **“Delegate with the Best MUN Spirit” Award**  
Representing the Spanish delegation as part of the Tunis International Model United Nations at Tunis Business School simulation, which was about the Pros and Cons of Free trade agreements between Tunisia and the European Union
- **“Best Delegate” Award**  
Representing the Japanese delegation in the UN WOMEN committee as part of the Tunis International Model United Nations at IHEC simulation, which was about equal gender pay

## LANGUAGES

Spanish and Turkish (basic), French, English (Advanced) and Arabic (Native)