

# Dounia Kettani

## Summary

Client-focused and organized professional with advanced degree and diverse experience in customer service, business management and project coordination. Collaborative communicator to quickly build relationships with both clients and business audiences. Known for innovation and creative problem-solving abilities to address business challenges.

## Skills

- Strategic Planning
- Partnership Development
- Cross-Functional Communication
- Performance Evaluations
- Decision-Making
- Negotiation
- Teams Management
- Programs Implementation
- Analytical Thinking
- Problem-solving abilities

## Experience

### **DISTRIBUTION BUSINESS MANAGER NORTH AFRICA** 03/2023 - Current HP, casablanca, MA

Yearly joint business planning (Print/PC & Supplies..) With quarterly and half-yearly business reviews, with a landscape of 8 distributors in North Africa.  
Establish and maintain relationships with key Distribution stakeholders and partners.  
Quarterly Business Monitoring, Quota Set up with Distributors, Compensation Programs.  
Manage revenue and margin maintenance through order load phasing/planning.  
Implement market strategies & build quarterly sales forecasts, sell-thru plans across RTMs (Commercial, Retail & Proximity space)  
Monitoring weekly SO/Inventory evolution/Stock replenishment/reporting.  
Manage the transactional hub sales teams for SMB/Proximity coverage.  
Promotional planning with key product lines/aged stock depletion.  
Deploy marketing development funds for demand generation.  
Launching Shop in shops in Distribution space.

### **CHANNEL MARKETING MANAGER NWAGI-CENTRAL AFRICA** 04/2019 - 03/2023 HP, Casablanca, MA

Identified opportunities within existing partnerships to expand reach into new markets or target audiences.  
Managed relationships with the channel to ensure successful execution of T1/T2 channel marketing activities.  
Manage external agencies to create content tailored specifically for cross BU/Regions campaigns.  
Monitored performance of all channel marketing campaigns in order to optimize results while minimizing costs.  
Develop closed-loop post-analysis and competitive intelligence for assigned partner programs, recommend indicated actions, and develop program metrics, goals, and benchmarks.  
Implement channel marketing programs/Business reviews with Sales teams.  
Manage partner-focused events.

Implement Digital Excellence Readiness for Distribution Channel across Africa, ME, Turkey, Eastern Europe, and Russia.

Manage Marketing Development funds across Regions/Projects on a quarterly, half, and yearly basis.

**BRAND MANAGER MOROCCO** 04/2017 - 04/2019

**INTRALOT**, Casablanca, MA

Organized yearly marketing planning/briefing workshops

Managed 5 external agencies, internal teams to design logos, advertisements, digital experiences and tactical campaigns.

Analyzed competitors' brands and products WW to develop unique positioning for the company's offerings.

Established metrics to measure the success of each marketing activity or campaign.

Created launch plans that included strategic objectives, tactics for execution, timelines for completion and budget allocation.

Collaborated with sales teams on product launches, promotions and pricing strategies.

**DIGITAL MARKETING EXECUTIVE** 03/2015 - 04/2017

**Société de Gestion de la Loterie Nationale**, Casablanca, MA

Developed promotional materials for webpages, emails, newsletters and other digital mediums.

Developed and implemented multi-channel digital marketing strategies.

Created content for website, social media accounts, email campaigns and other digital channels.

Monitored performance of campaigns using analytics software such as Google Analytics.

Website redesign/Mobile application launch

**ACCOUNT EXECUTIVE** 07/2014 - 02/2015

**Share Conseil**, Casablanca, MA

Setting and implementing social media and communication campaigns to align with marketing strategies of RENAULT/DACIA.

Responding to comments and customer queries in a timely manner.

Developing and coordinating multimedia packages.

Generated weekly reports on sales performance against targets for upper management review.

Attended networking events to build relationships with potential customers.

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**Education and Training**

**M.D., Marketing & Sales Development**, 06/2014

**ENCG**, Settat

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**Languages**

**Arabic:** First Language

**English:** C2  
  
Proficient (C2)

**French:** C2  
  
Proficient (C2)

**Spanish:** B2  
  
Upper Intermediate (B2)