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📍 Dubai, UAE

## EDUCATION

University Mohammed V Souissi-  
Rabat. Morocco

**Master's degree** in Marketing and  
Commercial Management  
Completed in 2017

University Mohammed V Souissi-  
Rabat. Morocco

**Bachelor Professional degree** in  
Economic  
Finance and Management  
Completed in 2014

ISTA HayRiad Rabat. Morocco

Diploma of Specialized Technician  
in Business Management  
Completed in 2013

## SKILLS

- International Sales Management
- Trade Negotiations
- Strategic Planning
- Market Research
- Communication Skills
- Collaboration Skills
- Customer Relationship Management
- Procurement Skills
- Quality Control
- Team Leadership
- Management Skills
- Prospecting Skills
- Supplier Relationship Management

# Fatima Zahra Bensalem

## Senior Business Development & Trade Specialist Chemicals, Minerals, Fertilizers & Heavy Machinery

### WORK EXPERIENCE

**Senior Business Development Chemicals, Fertilizers and Minerals  
Trader at Amber Wave Trading Services LLC in Oman, Muscat |  
Remotely from Dubai, UAE**

*November 2024 – April 2025*

- Handle the end-to-end sales process for Boron products.
- Manage customer relationships, develop new business opportunities.
- Engage with new and existing clients in the Middle East and Africa markets to drive product adoption and sales.
- Sourcing, negotiation, contract management and supplier relationship management.
- Preparing daily, weekly, monthly and Quarterly reports.
- Discussing opportunities and challenges
- Attending trade exhibitions, conferences and meeting a potential Partners.
- Negotiation and preparation of contracts between stakeholders.

**Senior Executive Business Development | Chemicals and Fertilizers  
| Rawtrade International FZE | Dubai, UAE**

*May 2024 – October 2024*

- Lead all aspects of chemicals, minerals trading operations, including sourcing, selling, market research, supply chain management, stock organization, and logistics.
- Responsible for growing the commercial profile of the business in the chemicals sector.
- Develop and expand the supplier base through networking activities, regular meetings, and follow-ups to strengthen market presence.
- Attend industry events and conferences and expand industry knowledge.
- Ensure effective credit risk management for both existing and new counterparties.
- Maintain high standards of client satisfaction by addressing customer grievances promptly and efficiently, ensuring smooth cargo deliveries and accounts settlements.

**International Trade Manager of Minerals of Boron ETI Maden  
Prodcuts | Istanbul Turkey**

*May 2021– May 2024*

- Managing Boron Sales departement
- Sales and Procurement Negotiations.
- Market research and Competitors position
- Following Current customers orders and Prospecting New International Customers.
- Sourcing, negotiation, contract management and supplier relationship management.
- Preparing daily, weekly, monthly and Quarterly reports.
- Discussing opportunities and challenges
- Attending trade exhibitions, conferences and meeting a potential Partners.
- Negotiation and preparation of contracts between stakeholders.
- Following yearly forecast and Targets.

**Quality Control | Bluetech Crypto and trading company | Istanbul  
Turkey**

*January 2021 – May 2021*

- Service Quality Improvement: Responsible for evaluating, monitoring, and assessing the quality, and improving the high-quality service provided by the agent.
- Call Assessment: Evaluate agent calls thoroughly, from introduction, overcome the objections to closing the deal.
- Feedback: Provide agents with helpful feedback on their performance.
- Error Reporting: Report any mistakes made during calls.
- Scoring: Score calls to measure performance accurately.
- Client Complaint Handling: Manage client complaints and evaluate agent responses.
- Sales Analysis: Analyze agents' sales techniques and results.
- Reporting : Create daily reports following company guidelines.
- Record Keeping: Maintain detailed records of mistakes and checks completed.

## AWARDS

February 2020 | Shandong Winsense machinery |China  
The Best Seller of the Year

## CERTIFICATE

November 2018 | Participation in the Summit «Marketing Business Summit in Milano , Italy

Participation Certificate for Completing Advanced Training in SEO, Social Media, Growth Hacking, Advertising (ADV), E-commerce, Motivational Strategies, Online Business, Web Legislation, and Content Marketing.

## Languages

ARABIC: NATIVE  
FRENCH: NATIVE  
ENGLISH: PROFESSIONAL  
TURKISH: BASIC

Foreign Trade Manager of Heavy Machines and spare parts | Shandong Winsense Construction Machinery Co. LTD  
Shandong, Yantai,China

*November 2019 – December 2020*

- Team Manager of 10 Foreigner employees.
- Working with and international executive team.
- Sales and Procurement Negotiations.
- Market Research and analyzing market trends and competitors.
- Meeting the potential customers.
- Dealing with Prospective foreigner clients on SocialMedia, Calls and Emails.
- Devising a contract for the suppliers including quality control, accuracy and flexibility.
- Meet clients needs, by searching for new business opportunities (Worldwide)

International Trade Executive of Heavy Machines and spare parts | Shandong Banliegou Wangluo Youxian Gongsi  
Yantai City, China

*May 2019 – November 2019*

- Organizing sales visits.
- ForeignTrading Operations.
- Updating databases and using a CRMsystem.
- Attending trade exhibitions,conferences and meetings.
- Datamining from Google Alibaba and Facebook about target market.
- Dealing with Prospective foreigner clients on SocialMedia, Calls and Emails. Devising a contract for the suppliers including quality control, accuracy and flexibility.
- Meet clients needs, by searching for new business opportunities (Worldwide)

Freelancer | Digital Marketing Consultant | Community Manager

*May 2020 – December 2020*

- International Sales Manager of Heavy machines, Hydraulic Breakers,Tractors, and Spare Parts from China.
- Translation (French,English,Arabic)
- PostAds
- Filming writing and Editing contents
- Posts and manage Social Media
- Submit weekly progress reports, conversions, followers
- Create customer personas & execute targeted marketing

Marketing and communication Manager | CFCPC Rabat Centre De Formation Continue et de Perfectionnement des Cadre  
Rabat, Morocco

*May 2017 – May 2019*

- Managing all marketing and Communication activities for CFA Events organization (conferences, seminars ,groupoutings...) Collaboration with agencies and companies.
- Design, generate, edit, publish and engaging content. Community Management& Marketing strategy development.

Customer Adviser | Webhelp  
Hay Ryad , Morocco

*Juanuary 2013 – August 2013*

- Respond to customer needs, Ensurecustomer satisfaction, Processing emails and forms. Deal with customer complaints and Solve their problems.