

# Diala CHEMALI

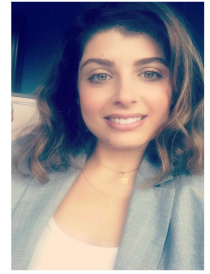
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## EDUCATION

**2013-2015:** ISGP - ESA3 - Talis Business School Campus Paris

**Master II Management of Business Unit**

**2010-2012:** ISGP - ESA3 - Talis Business School Campus Paris

**Bachelor – Strategy and Trade Policy Management**

**2009:** Lycée Français Liberté – Bamako, Mali – French Baccalaureate in Literature

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## PROFESSIONAL EXPERIENCE

### FEEDBACK ENERGIE (PARIS, FRANCE)

- Smart gas meter installation company.

By 2022, homes will be all equipped with the new "Gazpar" smart communicating gas meter; which aims at revamping the natural gaz network with remote-reading new technology system.

### **PLANNING PROJECT COORDINATOR**

FEBRUARY 2017 – MAY 2018

- Acting as the point of contact and communicating project status to all participants
- Working in coordination with the GRDF (Gaz de France) representatives
- Coordinating project schedules, resources, equipments and information
- Managing the planification platform and the technician team
- Assigning tasks to internal teams and assisting with schedule management
- Ensuring that clients' needs are met as the project evolves
- Breaking project tasks into milestones and setting timeframes
- Working on a specific internal planification software (SID)

### MISSPARFUM.PARIS (PARIS, FRANCE)

- Fragrance trading over 100 SKU of genuine and well-known brands.

### **FOUNDER AND PARTNER « TRADERS OF GENUINE FRAGRANCES »**

AUG. 2015 – JANUARY 2017

- Involved in in-depth company startup and finance management.
- Screened suppliers to establish empowering business partnerships.
- Created MissParfum e-commerce platform.

- Selected suitable perfume products for the e-commerce website.
- Wrote all product descriptions and attributes (including damages).
- Participated in the development of online marketing campaigns.
- Planned and implemented online commercial communications through effective research, active online PR and E-Marketing strategies.
- Took part in national and international trade shows/exhibitions.

**PARFUM TRADING (PARIS, FRANCE)** - Wholesaler in perfume brands.

**Sales Manager Intern**

OCT. 2014 – JUN. 2015

- Successfully managed to increase sales by 18% - expanded more into the northern and western African markets as well as some European markets.
- Followed up with suppliers, orders, quotations and billing.
- Selected and bought trendy items for our clients
- Actively participated in PR, online E-Marketing and represented PARFUM TRADING in several exhibitions.

**LES VISIONNAIRES & JEBOOKUNESTAR (PARIS, FRANCE)** - Media and PR Agency.

**Communication, Press & Booking relations Assistant Intern**

DEC. 2013 – JUL. 2014

- Drafted press materials including press pitches, news releases, media alerts, articles and other targeted materials as directed.
- Managed internal database lists and files including: media contact lists, talent bios and photos.
- Assisted PR team members with various tasks, as assigned and followed up E-marketing management of social media.
- Utilized series talent for press opportunities, reality TV shows and events for personalities such as Nabila Bennatia, Cyril Hanouna, Gad El Maleh and many others.
- Contacted sponsors to dress personalities for important event. (Nabilla Bennatia at the Cannes Festival dressed in Yves Saint Laurent)
- Created product placement opportunities for fashion brands in music video clips (Team BS dressed by “Passé Composé” in “Case depart” music video)
- Built and maintained strong relationships with relevant media.

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**LANGUAGES**

French native / English fluent / Arabic average / Spanish average

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**COMPUTER SKILLS**

MS Office, Picasa, Photoshop, professional online researcher, social network.