

# Mawel MEZAOUROU

## Account Executive | Business Development | SaaS & Fintech

**Nationality:** French | **DOB:** 09/09/1996 | **Marital Status:** Married | **Location:** Dubaï, UAE | **Mobility:** Middle East  
[inlinkedin.com/in/mawel-mezaourou](https://www.linkedin.com/in/mawel-mezaourou) | **Email:** mawelmezaourou@gmail.com | **WhatsApp:** +33787288559

### Professional Summary

Business Developer with over 5 years of experience in B2B sales, lead generation, and account management. Expert in multi-channel strategies, including cold calling, email outreach, and social selling. Proven success with large enterprises across various sectors, including digital and cybersecurity. Proficient in using CRM tools such as Salesforce and HubSpot. Fully bilingual (French and English) with strong ability to navigate multicultural environments, ready to contribute to growth in the MENA region.

### Work Experience

#### Business Developer UAE Market | Copecart | Dubai, UAE | 11/2024 – Present

- Executed multi-channel lead generation campaigns via cold calling, email outreach, and social selling.
- Assessed and qualified B2B prospects, focusing on digital sellers, coaches, and influencers.
- Managed full onboarding processes, ensuring seamless KYC compliance.
- Strengthened client retention and revenue through targeted relationship management.
- Analyzed market trends to refine sales strategies and improve business opportunities.
- Coordinated cross-functional initiatives to optimize operational efficiency.

#### Account Executive Large Enterprise | Cosmian | Paris, France | 11/2023 – 11/2024

- Led high-value outbound prospecting (100-150 calls/week), engaging CEOs, CTOs, DPOs, and IT executives.
- Generated leads within top-tier corporations: L'Oréal, LVMH, Accor, Orange, Carrefour, Décathlon, Randstad.
- Managed key accounts, enhancing long-term partnerships and business development.
- Orchestrated technical Proof of Concept (POC) implementations to demonstrate solution viability.
- Secured large enterprise contracts, increasing company revenue.
- Partnered with product teams to align solutions with client cybersecurity needs.

#### Business Development Representative | Doctolib | Paris, France | 10/2021 – 11/2023

- Engaged healthcare professionals via 50+ daily outreach calls.
- Delivered persuasive video demonstrations to convert prospects.
- Exceeded sales targets consistently, achieving 120%-150% quota fulfillment.
- Awarded Best Sales Q4 2022 for exceptional revenue contribution.
- Spearheaded training and onboarding for healthcare providers.
- Optimized customer experience based on data-driven insights.

#### Digital Sales Consultant | Linkeo | Toulouse, France | 09/2020 – 10/2021

- Conducted 100+ outbound calls daily and held meetings with small businesses to generate leads and relationships.
- Managed 15 client accounts, ensuring satisfaction, retention, and efficient follow-up to address their needs.
- Achieved 30%+ upsell and cross-sell targets by identifying opportunities and addressing client requirements effectively.
- Negotiated and implemented digital strategies, driving revenue growth, customer loyalty, and enhancing brand presence.

### Education

**Master's Degree – Business Strategy & Marketing** | IDRAC Business School | France | 2018 – 2020

**Bachelor's Degree – Technical Sales Management** | Higher Institute of Commerce | France | 2017 – 2018

**Two years degree Management of Commercial Units** | CFAP Formation | France | 2015 – 2017

**One year degree 1 Economic & Social Administration** | Capitole University | France | 2014 – 2015

### Key Skills

**Professional Skills:** Business Strategy, Lead Generation, B2B Sales, Performance Analysis, Account Management, Cold Calling, Deal Closing, Pipeline Management, Sales Negotiation, Complex Sales, Territory Planning, Result-Oriented

**Technical Skills & Tools:** Artificial Intelligence, Salesforce, Microsoft Dynamics 365, HubSpot, ZoHo, G Suite, Microsoft Office Suite, Social Media, Cloud Services, LinkedIn Sales Navigator, Kaspr, Cognism, Waalaxy

**Language Skills:** French (Native), English (Fluent), Arabic (Basic)

**Soft Skills:** Strategic Vision, Negotiation Expertise, Cross-Cultural Communication, Adaptability, Leadership

