

# Sofiane LAHCEN



On Request



[recruitment@frenchflairesourcing.co.uk](mailto:recruitment@frenchflairesourcing.co.uk)

Passionate by visual arts, I learned graphic design by myself. After studying International Trade in France, I decided to start my professional career in the US with dual positions in Marketing and Graphic Design. In doing so, I developed my skills in branding, website design, editorial design, marketing operations and also creating marketing materials. Fully available, my goal is now to find a new challenge in London.



## SKILLS

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- ✓ Good knowledges and first experiences in websites Design/maintenance but also in Branding/Rebranding and marketing operations
- ✓ Able to create both marketing and digital materials.
- ✓ Can help to manage events and social media in small-sized company
- ✓ Adaptability and accustomed to multi-tasking
- ✓ Open-minded and curious attitude

## WORK EXPERIENCE

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September 2017 – April 2020: **Graphic Designer / Marketing Manager – Tristate Low Voltage Supply – New York, USA**

- Rebranding and design of a graphic charter
- Creating printed marketing materials and digital (flyers, posters, skins stands, shop front, business card, tshirts, web banners, social media posts, videos)
- Creating and writing promotional emails and newsletters
- Design and website maintenance
- Organization, preparation and participation in trade shows
- Managing marketing operations (promotion / events / training)

September 2017 – April 2020: **Graphic Designer / Marketing Manager – LOFT 172 EVENT SPACE – New York, USA**

- Design and website maintenance
- Creating printed marketing materials and digital (flyers, web banners, posters, social media posts)
- Writing promotional emails and newsletters
- Social media animation
- Customer follow-up

January – February 2017: **Import / Export Internship – The Quality Mending CO. – New York, USA**

- Search for freight carriers from France, Belgium, United States, Japan, to the United States
- Store sale
- Providers search

May – July 2016: **Business Development – The Quality Mendig CO. – New York, USA**

- Identification of new prospects
- Customer database management
- Providers search
- Coordination and organization of business meetings

## **EDUCATION**

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<b>Currently</b>	<b>BTS INTERNATIONAL TRADE</b>
<b>2015 - 2017</b>	<b>SCIENTIFIC BACCALAUREATE</b> Lycée Claude Bernard – Villefranche, France
<b>2012 - 2015</b>	<b>RENÉ CASSIN HIGH SCHOOL</b> Mâcon, France

## **LANGUAGES AND IT SKILLS**

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**French:** Mother Tongue

**English:** Fluent

**Spanish:** Intermediate

**IT Skills:** Proficient in Pack Office, Photoshop, Illustrator, Indesign, After Effects, Suite Office, Squarespace, Wordpress, HTML / CSS and use of social media.

## **REFERENCES**

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Joel SCHLESINGER  
CEO OF TRISTATE LOW VOLTAGE SUPPLY – NY, EEUU  
+1 (825) 664-4518 / joel@trstatelvs.com

## **HOBBIES**

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Passionate about trips, art and mode.