

GOUGUI MOHAMED YACINE

Finance | International Trade | Digital Marketing Specialist

Personal Information

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Professional Profile

I am a Master's student in Finance and International Business with a real passion for how global markets work. What makes my profile different is that I combine a solid academic background in international trade with hands-on experience in modern digital marketing and team leadership. My goal is to use this mix of "numbers" and "marketing" to help businesses grow in a competitive digital world.

Professional Experience

Digital Marketing Lead & Independent Partner | Arvea Nature

Oran, Algeria | 04/2024 – Present

- **Building a Brand:** I didn't just sell products; I built a digital strategy using sponsored ads and social media to grow our customer base from the ground up.
- **Leadership (Infinity Team):** I lead and mentor a team, focusing on personal development and teaching them the "art of the sale" through regular coaching.
- **Results-Driven:** I manage the team's objectives daily to ensure we hit our revenue targets consistently.
- **Implementing digital marketing strategies:** (sponsored ads, social media) to develop the customer base and increase revenue.

Sales Intern | Sorfert Algeria

Arzew, Algeria | 02/2025

- **Real-World Sales:** I got involved in the daily operations of the sales department, learning how a major company manages its clients
- Operations:** I supported the team in administrative and commercial follow-ups, ensuring everything moved smoothly between the company and its customers
- **Financial Risk Analysis:** I conducted a detailed study on international payment mechanisms, identifying financial risks and proposing optimized settlement practices for global transactions

International Banking Intern | BNA (National Bank of Algeria)

Oran, Algeria | 05/2023 – 06/2023

- **Cross-Border Payments:** I worked within the international department, observing and assisting with complex global transaction payments .
- **Detail-Oriented:** Managed client files and prepared the critical legal and financial documents needed for international trade.
- **Digital Banking Tools:** I gained hands-on experience with international banking management tools and procedures, ensuring all digital records for cross-border transactions were accurate and compliant.

Education & Academic Projects

- **Master's in Finance & International Business** | University of Oran 2 (2023 – 2025)
- **Bachelor's in International Trade & Logistics** | University of Oran 2 (2020 – 2023)
- **Thesis Project (2025):** I analyzed international payment mechanisms for **Sorfert Algeria**, identifying financial risks and proposing smarter ways to handle global transactions.

Skills & Certifications

Technical: International Trade Law, Payment Management (L/C, Remittances), and Performance Marketing (Facebook & TikTok Ads).

Soft Skills: I'm a "people person"—I enjoy team coordination, public speaking, and strategic planning.

Languages: Arabic (Native), French (Fluent), and English (Intermediate/Conversational).

Certifications and Additional Training:

-Training in Direct Sales and Network Marketing (online, 2024 – 2025)

-Digital Marketing Training: sponsored advertising, social media management and content marketing (2024)

-Practical workshops in sales techniques and digital prospecting (2024)

Academic Projects

Master's Thesis – University of Oran 2 Mohamed Ben Ahmed (2025)

Payments in international transactions of the company Sorfert

-Analysis of payment mechanisms applied to international transactions.

-Case study on the company Sorfert Algeria and evaluation of its settlement practices.

-Proposal of solutions to optimize transaction management and reduce financial risks.