

MOATEZ BELLAH MEZERDI

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Professional Summary

Bilingual sales professional with 13+ years of pharmaceutical sales and client relations experience. Skilled in exceeding targets, building strong healthcare partnerships, and applying strategic planning and market insights to drive growth in the healthcare sector.

Key Skills

- **Bilingual Communication:** Fluent in French and English, with advanced written and verbal communication skills.
 - **Sales and Client Engagement:** Extensive experience in building trust-based relationships with healthcare professionals, driving revenue growth, and managing key accounts.
 - **Virtual Sales Proficiency:** Skilled in conducting professional sales calls, virtual product demonstrations, and utilizing Salesforce.com to track opportunities and optimize performance.
 - **Strategic Planning and Analysis:** Adept at identifying market trends, analyzing competitor activity, and developing targeted action plans to achieve objectives.
 - **Technological Proficiency:** Advanced skills in Microsoft Office (Excel, Word, PowerPoint) and CRM tools, with a keen interest in leveraging AI for sales optimization.
 - **Team Leadership:** Proven success in training, coaching, and mentoring sales teams to achieve top-tier results.
 - **Adaptability and Continuous Improvement:** Thrives in dynamic environments, committed to professional growth and learning.
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Educational Projects

Marketing Plan Project – ReCast Fishing Co.

Algonquin College, Ottawa | Jan–Apr 2026

- Designed and implemented a Marketing plan supported by primary survey research and market analysis.
- Developed a digital marketing and integrated marketing communications (IMC) campaign to strengthen brand visibility and customer engagement.
- Collaborated with a cross-functional team to present actionable strategies for business growth and market expansion.
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Marketing Research & IMC Project – Chapman's Ice Cream

Algonquin College, Ottawa | Sep–Dec 2025

- Conducted both qualitative and quantitative research to analyze consumer perceptions and brand positioning.
- Developed an integrated marketing communications (IMC) campaign proposal to enhance brand awareness and market share.
- Collaborated in a team to present data-driven recommendations supported by survey insights and focus group findings.

Professional Experience

Service Advisor

Canadian Tire Corporation | 2024-2025

- Delivered expert advice to customers, building trust and loyalty.
- Identified customer concerns regarding vehicle repair and maintenance, preparing detailed work orders.
- Acted as a liaison between customers and Service Centre employees, ensuring seamless communication.
- Scheduled service appointments and managed service workflows efficiently.

Senior Medical Sales Representative – Primary Care Business Unit

MS Pharma group | 2022 – 2024

- Achieved 100% of quarterly and annual sales targets consistently from 2022 to 2024.
- Secured 50% market share for a urology product in 2023, surpassing competitors.
- Delivered top 3 sales performance in 2023 for Tamsulosine (alpha-blocker) and RUPATADINE (antihistamine).
- Developed and executed sales plans, presentations, and customer engagement strategies.
- Built and maintained strong relationships with healthcare professionals and administrative teams.

First Line Sales Manager

MS Pharma group | 2018 – 2022

- Led and coached a high-performing sales team, achieving top 3 performance in annual turnover.
- Analyzed market trends and competitor activities, implementing effective sales strategies.
- Provided strategic guidance to enhance team productivity and achieve organizational objectives.

Medical District Manager

MS Pharma group | 2017 – 2017

- Managed a team of medical representatives, fostering professional development and improving sales outcomes.
- Conducted product demonstrations and workshops to educate healthcare professionals on portfolio offerings.

Senior Medical Sales Representative – Cardio-Metabolism Business Unit

MS Pharma group | 2016 – 2017

- Launched new products, organized healthcare events, and provided training for medical professionals.
- Achieved top 3 sales performance in 2016 for Rosuvastatin (statin).
- Took on interim supervisor responsibilities, leading and mentoring team members.

Medical Sales Representative – Cardio-Metabolism Business Unit

MS Pharma group | 2011 – 2016

- Delivered impactful product presentations to healthcare professionals, ensuring optimal market positioning.
- Collaborated with healthcare teams to drive customer engagement and sales growth.

Pharmaceutical Visitor

Zed Pharm Group | 2009 – 2010

- Managed customer service responsibilities, including claims resolution, client acquisition, and order management.

Veterinary Assistant

-el Chifaa Vet Clinic | 2008 – 2009

- Assisted in veterinary procedures and provided customer support for pet product promotion.

Education

- **Diploma in Business and Marketing** (Algonquin College -Ottawa- Canada) **-Dean's Honor-**
- **Bachelor's Degree in Veterinary Medicine** (University of Batna 1, Algeria)

(Evaluated by WES Canada as equivalent to a 5-year professional study program in Veterinary Medicine)

Certifications and Training

- Campaign manager 360 certification exam
- Google Ads Measurement Certification
- First Line Manager Program
- Territory Action Planning
- Emotional Intelligence and Public Speaking
- Commercial Strategies and Sales Skills
- Interpersonal Communication and Competencies
- AI Applications in Sales (Self-Learning)

Languages

- French: Advanced (NCLC 7 – TCF Canada)
- English: Advanced (YMCA Level 7)

Volunteer Work

- Volunteer – Caldwell Food Bank (2026)
- Volunteer -Charlotte Lemieux primary school (2026)