

# YASSINE EL HAJJI

Madrid, Spain

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## EDUCATION

### IE UNIVERSITY

Madrid, Spain

#### Bachelor in Business Administration

Expected: July 2025

- Relevant Courses: Service Design - Good Design is Good Business (9.2/10), Marketing in Action (8.5/10), Supply Chain Management (9.4/10), Financial Entrepreneurship (9.5/10), Financial Accounting (8.8/10), Technology New Ventures (9.1/10)

## EXPERIENCE

### IE AGRIBUSINESS CLUB

Madrid, Spain

#### Vice President & Co-Founder

May 2024 - Present

- Led an 8-member team across Marketing & Outreach, scaling membership from 200 to 600+ in 7 months and organizing 5+ industry events, securing €1,245+ in sponsorships to fund initiatives.
- Spearheaded the launch of all social media platforms from scratch, growing to 1,000+ combined followers and generating 3,500+ monthly impressions to establish the club's digital presence.
- Established the IE Corporate & Talent Networks, structuring a 50+ company database to facilitate industry partnerships while curating a CV Book to monetize recruitment access for sponsors, ensuring long-term financial sustainability.

### SIDI YAHYA ZAER FARM

Rabat, Morocco

#### Director

January 2018 - Present

- Launched and developed a 65 hectare farm within five months of acquisition; transitioned from initial livestock management to focusing on high-value crop cultivation, recognizing higher returns from agriculture.
- Transitioned farm operations by phasing out livestock in 2021, prioritizing high-yield crop cultivation and dedicating 25 hectares to carob trees aiming for pharmaceutical collaborations.
- Developing a future expansion strategy to increase farm size to 200 hectares to meet projected demand, boosting scalability and potential for extensive pharmaceutical partnerships, ensuring long-term sustainability and growth.

### NASSIRA PROPERTIES

Dubai, United Arab Emirates

#### Real Estate Agent / Head Sales Manager

January 2024 - May 2024

- Specialized in acquisition and sale of high-end mansions in Mohammed Bin Rashid District One, exceeding sales targets by fostering relationships with elite clientele and achieving a cumulative sales total of \$12.8 million USD.
- Developed and executed targeted marketing strategies, improving property visibility and attracted a high net-worth international client base.
- Negotiated complex transactions, integrating strategic marketing insights to enhance property value, while securing optimal terms for both buyers and sellers, and contributing to the agency's reputation for excellence in the luxury real estate market.

### INTERNATIONAL JUICY FRUITS

Lalla Mimouna / Moulay Bouselham, Morocco

#### Assistant Agriculture Officer

March 2019 - March 2022

- Directed agricultural operations across two 20-hectare farms producing premium Hass avocados, increased yield by 35%, improved yield quality and production output since inception, leading to an annual revenue increase of €480,000.
- Implemented advanced irrigation and nutrient management systems, reduced water usage by 20%, cutting operational costs by €25,000 annually aligning with sustainability goals.
- Fostered strong market relationships, resulting in establishment of a robust domestic distribution network across Morocco, strengthening brand visibility and sales.

## EXTRACURRICULAR ACTIVITIES

- **Carbon Harvesters:** Innovation Consultant, Carbon Harvesters: Assessed environmental metrics for dairy and swine cooperatives, promoted reliable data-sharing, and refined sustainability strategies through stakeholder collaboration. (Spain, September 2023 - December 2023).
- **Hass Avocado Venture:** Co - Founder - Partnering with an international team to work on obtaining investment for a 100-hectare avocado farm, pursuing a top, efficient operation with sustainable practices (Morocco, Jan 2024 - Present).

## COMPETITIONS & AWARDS

- **American School Badminton Championship Morocco:** Awarded first place 2 times in a row 2016, 2017 and awarded second place 2018 in American Schools Badminton Championship Morocco.
- **Motorsports Quad MXGPI Competition:** Achieved third place in Quad MXGPI championship event held in Casablanca, Morocco, in 2016 and recognized as youngest quad biker participant, showcasing dedication and skill in a competitive field.

## ADDITIONAL INFORMATION

- **Languages:** English (Native). Arabic (Native). French (Native). Portuguese (Advanced). Spanish (Intermediate).
- **Technical Skills:** Microsoft Excel, Python, Google Sheets, Power BI, Real Estate Market Analysis, Social Media Analytics.
- **License & Certification:** Real Estate Principal Broker.
- **Interests:** Digital Marketing & Social Media Strategies, Agriculture & Sustainability, Startups, Real Estate Marketing & Sales, Entrepreneurship, Motorsports & Competitive Sport, Brand Strategy & Consumer Behavior, Gastronomy & Culinary Arts.