Moustapha Kallias

moustapha.jk01@gmail.com | (804) 912-4663 | Miami, FL

WORK EXPERIENCE

Best Buy **2025 - July 2026**

Sales Advisor | 2025 - July 2026 Miami, FL

- Guide customers through tech purchases with clear explanations and honest recommendations, increasing satisfaction and reducing return rates.
- Solve customer problems and explain product features in plain language, building trust and repeat business.
- Consistently meet or exceed sales goals during high-traffic periods, performing under pressure.

Sales Strategy Associate, Meta / Ray-Ban Meta (internal program) | 2025 - July 2026 Miami, FL

- Analyze sales performance data to identify trends, opportunities, and areas for business growth.
- Partner with sales, marketing, and operations teams on strategic initiatives that improved revenue and operational efficiency.
- Represent a flagship consumer-tech product in-store, translating technical features into customer benefits.

Spinnaker Media **2024 - 2025**

Sales Advisor & Content Creator Jacksonville, FL

- Led client-facing sales efforts, converting prospects into recurring accounts.
- Produced and edited high-performing short-form content across TikTok, Instagram, and Reels, consistently generating 20K-100K views and strengthening brand visibility.
- Collaborated directly with clients to understand their goals, pitch content ideas, and position them for better engagement and online traction.

Independent Content Strategy & Personal Brand **2023 - Present**

Content Strategist, Self-Managed Remote

- Built two owned channels to a combined 23,000+ followers, including a personal account at 22K+ followers.
- Drive content strategy across TikTok and Instagram to 3.9M+ cumulative views through data-informed editing and trend forecasting.
- Manage client relationships end-to-end, maintaining a track record of on-time delivery and repeat business.

EDUCATION

Florida International University **2025 - Present**

College of Business - Economics and Business Analytics Miami, FL

- GPA: 3.5/4.0

CERTIFICATIONS, SKILLS & INTERESTS

Certifications: HubSpot Digital Marketing; Google Analytics; freeCodeCamp Web Development; Bloomberg Finance Fundamentals

Technologies: Microsoft Office & Excel; Canva; Python, HTML, CSS, JavaScript (working knowledge)

Skills: Consultative & Retail Sales; Client Relationship Management; Sales Performance Analysis; Social Media Analytics; Content Production

Languages: English (Native); Spanish (Fluent); French (Fluent)

Interests: Futures trading & market analysis; Content creation; Weightlifting