



# Asmaa Hjiej

Digital transformation & Customer experience Manager

Paris, FR

Asmaa is **Available to work**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions

## Skills

Digital Transformation (Advanced)

Project Managers (Advanced)

Customer Experience Consulting (Ad...

Customer Experience Analysis (Advanced)

E-business Consulting (Advanced)

Data Analysis (Advanced)

## Languages

French (Native)

Arabic (Native)

English (Fluent)

Spanish (Work Proficiency)

## About

Expertise : Digital Transformation and Strategy, E-commerce, Project Management, Augmented Reality, Online payment, Customer experience  
Sectors: Luxury & Retail

With over 10 years experience working on the digital transformation of multinational companies in Paris, I have successfully achieved several projects within the IT department and then in the Digital department of my clients.

During my experience, I had the chance to work and deepen my knowledge of various sectors including Automotive, Retail and today Luxury, my favorite sector.

During my career, I specialized in digital transformation and customer experience. My areas of expertise include:

- > collection of needs, scoping and implementation of the digital strategy,
- > project management in agile and kanban methodology,
- > redesign of e-commerce sites with implementation of online payment,
- > deployment of new digital tools in stores,
- > definition of customer journeys and experiences,
- > framing, monitoring and deployment of virtual reality projects,
- > team management.

Speaking fluently four languages and being very sociable, I thrive easily in an international environment. I particularly enjoy working on strategic and ambitious digital projects at the crossroads of several departments of the company. Directing projects is my main skill.

My moto : Keep your standards high!

If my profile interests you, do not hesitate to contact me.  
Looking forward to working together,

Have a beautiful day !

Asmaa

### BRANDS WORKED WITH

CHANEL

Carrefour

DXC Technology

Valeo

Orange

SFR

## Experience



### ● Digital In-store & Retail experience programs Manager

CHANEL | Jun 2021 - Dec 2022

Managing the Digital Transformation Programs of Chanel Watches and Fine Jewelry Boutiques worldwide.

Tactically develop the WFJ presence into complementary networks, Lead and animate the Digital network roadmap, Envision and anticipate, identify and develop WFJ Digital Retail programs identified as key collaboration with complementary networks, Manage each project phase (exploration, definition, build, deployment, reporting),

Work in collaboration with other networks : Fragrance & Beauty, Fashion, Wholesale, Regions, etc.

Prepare and contribute to the monthly competitive intelligence.

Example of projects : Virtual Try On, Google my business, New after-sales tool in collaboration with Fashion division, Wholesale digital presence, Collaboration with Fragrance & Beauty division during "N°1 de Chanel" campaign, Boutique apps.



- **Digital Transformation Manager in the Business Department**

Carrefour | Nov 2017 - Apr 2021

Feature Owner: Coordination and follow-up of Ooshop, Drive and mobile apps evolutions with the Business Department.  
Set up and roll out of online payment on the Carrefour Traiteur website <https://traiteur.carrefour.fr>  
Set up the delivery process for Carrefour Traiteur.



- **IT Consultant in the Manufacturing Department**

DXC Technology | Jan 2014 - Sep 2017

ARKEMA : Implementation of a Master Data Management in order to create an international and unique product repository.  
DAIMLER : Writing of Applications Recovery Plans : Instructions Guide to restart sensitive IT applications in case of a General IT Disaster.  
PSA : Tests and updates of the Dealer Management System interfaces, used by PSA car dealers for customer invoicing.



- **IT Project Manager**

Valeo | Oct 2012 - Dec 2013

Data Migration and roll-out of 10 sensitive IT applications in the 18 international divisions of Valeo Service.  
Redesign of Valeo Service websites in collaboration with the Marketing and Communication Departments.

- **Marketing Project Manager**

Orange | Oct 2011 - Sep 2012

Business Development



- **Junior Marketing Product Manager**

SFR | Feb 2011 - Sep 2011

Direction of Digital & Innovation - Home Connect Business Unit  
Worked on the development and set up of a Network Access Storage (NAS)

## Education & Training

- 2012 - 2013 ● **ESSEC Business School / Telecom ParisTech**  
Mastère Spécialisé en Management des Systèmes d'Information en Réseaux,
- 2010 - 2011 ● **Universiteit Maastricht**  
Master 2,
- 2008 - 2011 ● **Grenoble Ecole de Management**  
Diplôme Grande Ecole - DESMA,
- 2006 - 2008 ● **Lycée Saint-Michel de Picpus**  
Classe préparatoire aux Grandes Ecoles de commerce,
- 1999 - 2006 ● **Lycée Lyautey au Maroc**  
Baccalauréat Economique et Social,