



Asmaa Hjiej

Digital transformation & Customer experience Manager

Paris, France

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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

Carrefour

CHANEL

DXC Technology

Orange

SFR

Valeo

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,