Anouschka Hafs

Consultant Digital Customer, Trilingual German - French - English

◎ Paris, France

⊘ Anouschka's availability **should be discussed**

View profile on Dweet

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Project Management (Advanced)

Benchmarking (Advanced)

Analysis of business problems/needs (Ad...

People Development (Intermediate)

Event Management (Intermediate)

Strategy Consulting (Advanced)

Languages

French (Native)

German (Native)

English (Fluent)

About

BRANDS WORKED WITH

BUZZMAN   CELINE   DIM   MICHAELA BUERGER   PETIT REQUIN

Wavestone

Experience

● **FOUNDER**

PETIT REQUIN | Jan 2022 - Now

Petit Requin upcycles second-hand jeans and donates €5 per jeans sold to an association protecting sharks.
Website : www.petitrequin.fr

- Definition of company's vision & goals
- Product Development
- Website Design & Creation
- Content Management on Social Media
- Business Development

● **CONSULTANT**

Wavestone | Jan 2020 - Now

- Developing Consulting skills (Problem identification and analysis, Benchmark, state of the
Art, Production of deliverables, POC, formalize summary notes and reports for
clients/managers, Conduct interviews, host workshops and work meetings)

- Building Expertise (Be pro-active, understand the ecosystem of the practice including market,
challenges, players and offers, Broaden knowledge in several functional, sector-specific or
technological domains, Share and capitalize on content)

- Contributing to the Business Development (Enhance the value of one's expertise in relation
to client expectations, Develop quality relationships with client/practice teams, Contribute to
the production of sales propositions and the commercial offer of the firm)

- Participating in People Development (sponsor new recruits, promote their integration into
the firm) and in the firm's activities, both internal (recruitment, team work, etc.) and external
(school relationships, events, etc.)

● **STRATEGIC PLANNER ASSISTANT**

BUZZMAN | Jun 2019 - Dec 2019

- Strategic Watch of Trends
- Benchmark Innovative Brands' Experiences
- Analyse Market, Advertisers and Competitors
- Nourish Creative Briefs
- Nourish Strategic Recommendations

● **PRODUCT MANAGER ASSISTANT**

DIM | Jan 2018 - Jun 2018

- Market Monitoring: Analysis of scoreboards and realization of monthly scorecard which summarizes company's performances, analysis of competition, storecheck

- Development of selling tools: line sheets, realization of a digital seeling book (agency briefs, follow-up of creations, managing intern validations)

- Organization of intern presentations, appointments and seminar : presentation supports, logistic organization & coordination of fashion shows

- Daily management of intern requests of multiple services: Marketing Development, Commercial, Communication, E-commerce etc.

ASSISTANT OF CEO

MICHAELA BUERGER | Jan 2017 - Dec 2018

Main tasks:
- Strategic Watch of Trends
- Organize the production
- Elaboration of Selling Tools (Line Sheets, Order Confirmations, Flyers)
- Manage the delivery of clients' orders
- Quality control of the products before sending them to the clients
- Write articles about the brand and about fashion in general for the newsletter
- Update the website of the brand by for instance putting the new collection online or changing the prices during SALE period
- Present the new collection to potential clients and take orders from them during the Kids' Fashion Exposition "Playtime"
- Use Photoshop to touch up pictures for the Line Sheets of the brand

SALES ASSISTANT

CELINE | Jun 2016 - Dec 2016

Main tasks:
- Listen to and identify the clients' needs and inform them on all product categories
- Ensure the reception of deliveries and the storage of the items according to the Visual Merchandising of the store
- Follow retail and CRM excellence procedures
- Ensure a personalized follow up of clients and contribute to their loyalty
- Created several sets of outfits that were sent to the clients to present them the new collection