



# Fatima Ait Zahrire

Head of Brand Marketing Communications

📍 Alicante, Spain

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## Languages

English (Fluent)

Italian (Fluent)

Spanish (Fluent)

French (Native)

## About

I would like to start by defining myself as a creative mind with a true passion for the world of marketing and communications. Throughout my career, I've had the privilege of working on remarkable campaigns and projects in Europe and abroad, where I've honed my ability to capture the essence of brands and their narratives and by incorporating my cross-cultural communication abilities and understanding of global trends and consumer behaviors, I help create campaigns and fashion collections and communications tools that meet the need of diverse audiences and drive brand awareness on a global scale.

### BRANDS WORKED WITH

Carrera & Carrera | Madrid | WJ Division

Christian Dior Couture |

Hawkers

Inditex Italy Zara | Milan/ Zara Man & Zara Kids

Polo Club | Alicante | Men's & Women's Clothing

Zara Kids Tempe Grupo Inditex | Alicante

## Experience

### ● Head of Brand & Digital Marketing Strategy

| Jan 2019 - Now

Operating as an independent professional, with a proven track record in Brand Strategy, product development, social media content & digital marketing, influencer marketing, PR & Communication strategy, and Creative Image Production.

- Project Alessandra Lapeschi: Crafted the brand identity, creating the brand platform (mission/vision, values, names of the collection) overseeing every aspect of creative direction and branding strategy for both Fine Jewelry/Sunglasses lines.

- Project Neon Coco: Developing & Buying the woman's online collection in China & USA. Executed Influencer Marketing Activations in Los Angeles.

E-merchandising: Defined the online product strategy & follow up of the sales plan at SKU level.

- Project Panapop: Leading the PR & Influencer marketing strategy and content strategy for instagram

- Project Hunter & Gatti/North Sails: Fashion campaigns production in India/USA.

- Project Primor/L'OREAL LUXE: Orchestrated Influencer Branded Campaign Activations & online product launches for Idole de Lancome/ Libre YSL and instore events for the product launch.

- Elle.education :Collaborated with the magazine as a Fashion Marketing & Communication Lecturer

- Project Wonderfit Spain: Redefinition of the brand identity of the virtual fitness and wellness platform, directing the video contents for the platforms

### ● Head of Brand & Communications

Polo Club | Alicante | Men's & Women's Clothing | Mar 2020 - Nov 2022

- Built from scratch and led an in-house social media and influencer marketing team, overseeing team training and influencer collaboration management.

- Social media & Branded content strategy: orchestrated a remarkable growth from 60K to 190K followers within 2 years on instagram, started the youtube, pinterest, Tik tok.

- Defined and implemented Brand PR & communication strategy, curating press releases, kits, and PR events, coordinating with our pr agency.

- Played an Integral Role in Repositioning the Brand (brand platform, values, missions) across Multiple Touchpoints, influencing the brand storytelling, crafting compelling creative copies, claims conceptualizing collection names, and developing mood boards for fashion campaigns &

still-life photography production

- Played a pivotal role in developing the Corporate Social Responsibility goals and establishing the new CSR department within the company.
- Pioneered data-driven insights, analyzing monthly digital, and influencer coverage results & created Influencer data base and reports.
- E-Merchandiser: maintained a commercial calendar & adapted e-shops accordingly.

## ● **Head of Brand & Digital Merchandising**

Hawkers | Dec 2015 - Jan 2019

- Implemented the product department from scratch with the CPO.
- Collaborated closely with Design team to develop products, validate concepts, and oversee industrialization in China & Italy, co-created the best-selling products of the company and created the woman collection: FOR HER by Hawkerc
- E-Merchandising: Managed the Buying Budget (OTB), strategically planning merchandise range, prices, & quantities for each e-commerce & marketplaces.
- Manage the online launch of the product catalog and the launch of new collections and categories (according to the commercial calendar, activation of new products, discontinued products, organization of categorization..)
- Participated in defining and implementing the sales promotion policy (Homepage, Landing page categories...) for each e-commerce sites.
- Coordinated with the China team to make sure the global online product vision is represented and implemented in the country / region with a local angle Business (TMALL)
- Business development of Italy: second market, increased the share by 2 in 1 year (Media performance, ads...)
- Managed the whole WW Communication & PR strategy & key messages for Hawkerc
- Collaborated with marketing digital team to optimize collection promotion through A/B testing, performance analysis, google analytics, and SEO.
- Directed the production of creative photography & video, including moodboards & talent bookings (USA, Europe, Mexico...)
- Successfully developed special collections for VIPs: Steve Aoki, Paula Echevarria, Zayn Malik...
- Managed brand partnerships such as Pull&Bear, El Ganso, Lotto....

## ● **Area Retail Sales Manager**

Inditex Italy Zara | Milan/ Zara Man & Zara Kids | May 2014 - Nov 2015

Defining together with the country manager the budget and objectives of the area. Optimizing internal processes, products and stock per store to reach the area's turnover target. Improving & tracking KPI's (stock/sales...) ensuring a strong brand image, optimal sales levels and maximized margins, elaborating monthly business and sales reports to formulate action plans for positive performance. Managing the productivity and P&L of each store. Ensured that the inventory management meet operational standards (operating stock movements between stores) Coordinating Visual Merchandising efforts, adapting the image of the pilot store in Spain to the Italian market in all stores, window displays and organizing workshops in Italy with the sales team: implementation and execution of marketing and merchandising programs. Supervising the hiring, training and development and performance of stores managers and sales teams. Facilitating weekly personnel training/educational sessions during audit visit in the stores. Analysis of local competitors, detect product opportunities and communicate them with the Head Quarters.

## ● **International Product Manager**

Zara Kids Tempe Grupo Inditex | Alicante | Nov 2012 - Apr 2014

Led the Development and Management of the Zara Kids Shoes and Accessories collection across Italy, Malta & North African Markets, encompassing 106 stores. Defined and planned the commercial strategy for the season, adapting the established collection to the needs of each sales moment and each assigned country.. Planned and decided the collection for each country and type of stores by analyzing sales in order to adapt to the needs of each market (price, seasonality, shortages). Managed all movements per store to ensure good stock rotation, stock management and definition of prices during sales and implementation

of visual merchandising guidelines at the points of sale. Collaborated with the buying and design team to develop special collections for Easter, Ramadan.... Planned and managed all the new openings in the countries. Maintaining direct communication with the countries to get the best feedback and ensure store collaboration. Conducting store visits and doing competency and shoppings analysis in assigned countries. .

### ● **International Product Manager**

Carrera & Carrera | Madrid | WFJ Division | Jun 2012 - Nov 2012

- Developed highly effective internal communication & sales tools, driving increased performance across all product categories and delivering comprehensive product trainings on novelties and specific product lines.
- Conducted monthly performance monitoring and sales reporting, analyzing national and international sales data to provide targeted recommendations for further growth.
- Conducted competitors analysis, providing ongoing monitoring of sales, market trends and consumer insights, effectively identifying untapped market and product opportunities.
- Skillfully managed special high jewelry product requests for VIP clients, delivering impeccable service and personalized experiences.
- Collaborated closely with the Senior Product Manager, offering valuable support tools for new product introductions, buying orders and soliciting qualitative feedback from commercial teams to optimize product offerings.

### ● **International Trade Marketing Project Manager Assistant LATAM**

Christian Dior Couture | Jun 2011 - Feb 2012

- Strengthened relations between LATAM and HQ, effectively coordinating Visual Merchandising matters, events, and corner openings.
- Orchestrated International the Dior watch seminars in Switzerland, fostering knowledge-sharing among WW store managers.
- Conducted a mystery shopping and delivered a data-driven competitive analysis, identifying sales best practices and enhancing the customer experience in boutiques.
- Collaborated with marketing team to design impactful training support materials & best practices for the sales force and Dior Academy.
- Streamlined billing and inventory management processes, ensuring timely delivery of sales and training tools while optimizing stock replacement and enhancing delivery procedures in the region.
- Spearheaded the development of compelling internal Dior watch and jewelry newsletters.

## **Education & Training**

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2010 - 2010

### ● **Concordia University**

MBA Marketing Management, Marketing Management

2008 - 2011

### ● **SKEMA BUSINESS SCHOOL**

Master of International Marketing Management, International Marketing

2007 - 2008

### ● **SKEMA BUSINESS SCHOOL**

Bachelor of Business Administration,