



Samah Bouhabila

Store Manager

Paris, France

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Languages

French (Native)

English (Fluent)

Arabic (Work Proficiency)

About

I'm a seasoned retail manager with 10 years of experience, excelling in high-end boutiques. Expertise includes customer service, visual merchandising, and sales strategies. Fluent in French, English, and Arabic, I adapt seamlessly to dynamic retail environments.

BRANDS WORKED WITH

Burberry

Canada Goose

Estin & Co

Nike

Experience



● Store Manager - Flagship

Canada Goose | Mar 2022 - Jan 2024

Recruit, hire, train and coach over 30 staff members on customer service skills, product knowledge, selling techniques; VM standards: focusing on skill development and performance.

Developed and implemented innovative sales strategies resulting in a 32% increase in annual revenue YOY and 14% increase over target.

Effectively managed P&L of the store, optimizing revenue, controlling expenses, and ensuring overall profitability.

Oversaw people management of wholesale accounts in Paris (team up to 10 people): recruit, hire, train and coach employees; set monthly targets; follow up on goal settings and achievements; performance reviews; incentives.



● Assistant Store Manager - Experience

Canada Goose | Nov 2019 - Mar 2022

Opened first flagship in France - third in EMEA.

Assisted in daily boutique management, including scheduling; payroll; training; deliveries; performance reviews etc...

Trained and mentored new employees, contributing to a high-performing team.

Organized exclusive events for VIP clients, strengthening brand relationships and loyalty through collaboration with Marketing.

Participated in various other store openings in EMEA through physical or remote onboardings as well as on site presence to lead & accompany new teams.

Member of Inclusion Advisory Council (2020-2023): 15 members chosen across the globe by CEO and Executive team; act as thought leaders and advisors on inclusion matters within employee community.



● Assistant Head Coach - Women & Kids

Nike | Jun 2018 - Nov 2019

Managed store staffing, including scheduling, hiring, and training of new employees.

Actively participated in World Cup 2018 and World Cup 2019 events to drive traffic to store & increase revenue.

Led the fastest growth in Women categories across all national stores over fiscal year period through more elevated service & focus on VM strategies to highlight products.



● Supervisor

Burberry | Jul 2015 - Jun 2018

Assisted in leading a team of 15 staff members and drive business of Menswear department.

Evaluated employee performance and provided regular feedback to ensure goals and objectives were met.

Collaborated with cross-functional teams to identify and resolve conflicts, resulting in improved team dynamics.

Part of a management team to drive up to 65 employees and a business of 40M€ a year.



- **Sales Associate**

Burberry | Oct 2014 - Jun 2015

Part of Womenswear team - advised customers, presented new collections.

In store trainer: delivered product & brand trainings to the store team (60 to 70 people)



- **Assistante polyvalente**

Estin & Co | Jun 2013 - Oct 2014

Provide administrative support to executives, including managing calendars, scheduling meetings, and coordinating travel arrangements.

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Prepare and edit correspondence, communications, presentations, and other documents.

Screen and direct phone calls and distribute correspondence.

Manage and prioritize multiple tasks and projects simultaneously, ensuring deadlines are met.

Coordinate and oversee special projects and events as assigned.

Conduct research and compile data to prepare reports and presentations.

Act as the point of contact between executives and internal/external stakeholders.

Handle sensitive and confidential information with discretion.

Anticipate the needs of executives and proactively address issues before they arise.

Perform other duties as assigned to support the efficient operation of the executive office.

Education & Training

2010 - 2012 ● **Université Sorbonne Nouvelle**

Licence,