



# Hasan Nasredine

Professional Retail Operations Manager with more than 5 years experience in Fashion Retail Management.

Paris, France

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## Languages

English (Fluent)

French (Basic)

Arabic (Fluent)

## About

Professional Retail Operations Manager with more than 5 years experience in Fashion Retail Management. Involved in training, coaching & developing sales teams to improve performance.

### BRANDS WORKED WITH

Tory Burch

Ankorstore

Desigual

## Experience



### Retail Operations Intern

Ankorstore | Jul 2022 - Jan 2023

- Develop and deliver e-learning training sessions on selling techniques, merchandise planning, customer service and visual merchandising
- Conduct performance evaluations to measure the effectiveness of training programs and identify opportunities for improvement
- Design and implement onboarding programs for new joiners at Ankorstart
- Create presentations and demos to onboard new retailers on the website
- Build and own the retail library content on 360Learning LMS
- Create new & develop existing sales tools for stock assortment recommendations
- Stay up to date on seasonality calendar trends and continually improve the knowledge of the sales team through category reports and presentations
- Work hand in hand with sales managers and team leaders to find improvement levers



### Retail Operations Manager

Desigual | Feb 2021 - Jul 2021

- Ensure a strong level of awareness amongst stores on Retail Operations priorities & ambitions
- Manage inventory activities at the country/store level and monitor in stock movements procedures
- Accomplish & communicate reports, collect product feedback, analyze data & KPI's.
- Support the Retail Teams, by coordinating activities and ensuring the highest level of customer service & in store experience through store visits



### Store Manager

Desigual | Feb 2017 - Jan 2021

- Set up and analyze visual merchandising presentation and performance by using Money mapping
- Analyze sales and prepare inventory forecasts
- Plan and manage all store tasks
- Monitor performance of the team, conduct time performance evaluations and initiate action to strengthen results
- Analyze and report Store performance and progress to upper management



### Assistant Store Manager

Desigual | Sep 2016 - Feb 2017

- Support the Store Manager in driving sales and achieving store targets, while also ensuring exceptional customer service standards are maintained
- Assist in managing the store team, including training and development of staff, scheduling and managing payroll, and managing employee performance

- Maintain high visual merchandising standards in the store, including window and in-store displays, in line with the brands guidelines
- Build strong relationships with customers, provide them with a positive shopping experience, and resolve any customer complaints or issues that may arise

## **Education & Training**

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- 2022 - 2022 ● **Udemy (Salesforce)**  
Certification, Salesforce Lightning Report Builder & Dashboards
- 2022 - 2022 ● **360Learning**  
Certification, Digital Learning: Design engaging courses
- 2022 - 2023 ● **IGR-IAE Rennes**  
Certificate, Franchising Retail services and chain management
- 2021 - 2022 ● **IGR-IAE Rennes**  
MBA ( BAC +5), International Management
- 2015 - 2018 ● **Arts, Sciences and Technology University**  
Bachelor, Business Management