



Hind Benhamida

Collaborative, enthusiastic, passionate

Paris, France

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Languages

French (Native)

English (Fluent)

Arabic (Native)

Spanish (Basic)

Portuguese (Basic)

About

10 years of global experience in CRM across Fashion Luxury Retail and Ecommerce.

I have developed multidisciplinary skills in Project and People management, client insights, multichannel customer journeys, client development and event management.

Leaning towards creation and innovation in all its different forms, I wish to continue to grow and help brands to reach their business objectives.

BRANDS WORKED WITH

Alexander McQueen

BLACKANDGOLD

CELINE

Chloé

YOOX Net-A-Porter / MR PORTER

Experience

● WW CRM Executive

YOOX Net-A-Porter / MR PORTER | Sep 2018 - Dec 2020

- Implement cross-channel CRM campaigns for MR PORTER to drive customer lifetime value and meet retention and acquisition objectives (Site, Email, Push, App, Media, Direct Mail and In-the-box).
- Define requirements and roadmap of a newly-created Loyalty Program for EIP customers (Extremly Important Person)
- Plan and deliver Gifting and Print Collaterals strategy, while optimising ROI and developing Brand Par-ternships
- Definition and coordinate the execution of triggered Lifecycle Campaigns, including forecasting and A/B testing
- Coach and onboard Regional teams on developing a customer-centric mindset and improving customer experiences
- Collaborate closely with NET-A-PORTER to maximise cross-brand Marketing and Partnerships opportunities



● WW CRM Coordinator

Alexander McQueen | Sep 2015 - Aug 2018

* Including first year as a Graduate trainee.

- Execute the CRM strategy across the global Retail network (+100 stores)
- Build and deliver advanced Reporting and Analysis and present to Senior Management.
- Responsible for the refont of the CRM guidelines, training and scaling the Regional teams and boutiques on Clienteling projects and best practices.
- Supervise Data Quality Management projects
- Implement various Client Activations and Events, from concept definition, planning to on-site presence, monitoring ROI and report on results and learnings (Paris Fashion shows, Cannes Film Festival, in-store events).
- Develop third-party collaborations and partnerships to drive acquisition of high-value leads.
- Work closely with Digital and eCommerce teams to define newsletters calendar and omnichannel campaigns.



● Sales Assistant

CELINE | Apr 2014 - Jul 2014

- Achieve individual targets while delivering exceptional customer service during and after sale.
- Engage with clients to develop long-lasting relationships, leveraging different Clienteling tools in order to drive client retention, upselling and cross-selling.
- Master the House codes and product knowledge to offer suitable styling

advice to clients.

- Coordinating in-store events and private appointments.

● **Assistant Project Manager**

BLACKANDGOLD | Jun 2013 - Dec 2013

- Deliver Packaging design projects of a portfolio of international brands (e.g. Haribo, Perrier)

- Work closely with Design and Editorial teams to translate client requests into design briefs



● **Sales Assistant**

CELINE | Jun 2011 - Nov 2011

- Achieve individual targets while delivering exceptional customer service during and after sale.

- Engage with clients to develop long-lasting relationships, leveraging different Clienteling tools in order to drive client retention, upselling and cross-selling.

- Master the House codes and product knowledge to offer suitable styling advice to clients.

- Assist in coordinating in-store events and private appointments.



● **EMEA Client Manager**

Chloé | Feb 2021 - Now

- Manage the Client Strategy and vision for Europe and Middle East (retail, wholesale, omnichannel)

- Develop a Client-Centric mindset among internal and external clients, through tools, trainings and KPIs monitoring

- Introduce and manage relationships with third-party partnerships for client acquisition

- Roll-out of the Chloé Clienteling App and app-enhancement UAT and trainings

- Roll-out of Client Satisfaction Programme (Medalia), trainings and adoption

- Key Super User for Luxury New Retail programme for EMEA

- Database Quality Management and manage transition to Salesforce suite of tools (for store teams and CRM users)

- Manage Client Events and animations in-store and out-of-store, including Fashion Show

Education & Training

2012 - 2012 ● **IBMEC Rio de Janeiro**

Exchange programme, International Marketing

2010 - 2013 ● **UNIVERSITÉ PARIS DAUPHINE**

Master's degree, Management

2008 - 2010 ● **UNIVERSITÉ PARIS DAUPHINE**

Bachelor's degree, Economics

2007 - 2008 ● **Lycée Lyautey**

French high school - Baccalaureat with Honors, General