



Meryem Adil

Digital & Account Management
| Ex-BALENCIAGA | Emlyon

Paris, France

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Languages

Arabic (Fluent)

English (Fluent)

French (Fluent)

Spanish (Basic)

About

Result-oriented and driven, I consistently use my interpersonal and analytical skills to promote growth and performance in the Luxury industry.

BRANDS WORKED WITH

BALENCIAGA

Coty

Mash Staffing

RE HOSPITALITY LTD

Saint Laurent

Shangri-La Hotels and Resorts

Experience



E-Retail Account Manager

BALENCIAGA | Jun 2021 - Aug 2023

In charge of Global Key Accounts YNAP, Luisaviaroma & GOAT U.S (Ex-wholesale) Accounts P&L > €XXM
Reported to E-Commerce Director
Managed 1 intern

- Implemented strong e-commerce yearly plan and strategy for 8 e-doors
- > Achieved +30% YoY by addressing operational and assortment issues
- > Lead the product offer strategy for the market and by door.
- > Pilot the sales and stock allocations according to forecast (All categories)
- > Managed the O.T.B by door and follow up the spent (sell-in, sell-out)
- > Sale & Promotions strategy: Identify offer and markdown set up
- > Managed showroom buying & assortments for Newness and Carry Over
- > Daily follow-up of KPIs: AWS, WOC, ST% and propose replenishments
- > Deployed Marketing campaigns driving impactful ROI (Paid and organic)
- > Monitored logistics closely for shipments and stocks, on a weekly basis
- > Increased brand exposure and UX, digital content and pricing
- > Project Management: Follow up of integration projects with Kering I.T
- > Daily collaboration: Supply Chain, Finance, Buying, Inventory control, Marketing and Kering I.T teams.



Retail Project Coordinator (Assistant to Chief Retail Officer & EMEA President)

BALENCIAGA | Dec 2019 - May 2021

- Business analysis focused role for worldwide and EMEA reporting to C.R.O
- > Executed Retail analysis dashboards by door prior to market visits
 - > Analyzed product performance by category and lines to identify best sellers and slow movers and propose strategic actions (WW scope)
 - > EMEA Buying: Monitoring seasonal buys by category versus O.T.B
 - > Monitored the CAPEX budget worldwide in collaboration with Finance and Store Planning teams
 - > Consolidated PPT slides prior to Kering and Regional Business Reviews
 - > Managed schedule and internal events
 - > Daily collaboration: Chief Retail Officer, EMEA Merchandising Chief of staff, Retail Performance, CRM, and E-commerce teams.



WW Merchandise Planning

Saint Laurent | Jan 2019 - Aug 2019

- Suivi des livraisons PAP et gestion des fenêtres de livraisons avec les Production Planners en prenant en compte les délais de production.
- Estimation des dates de livraisons en fonction des "Received from production", "In Transit" et "Received in Region" (Macros Excel)
- Consolidation de stock en région (Analyses de proposition de transferts entre régions)
- Contribution à la préparation des réunions de l'Executive committee

- pendant lesquelles les réassorts sont proposés.
- Calcul des réassorts en prenant en compte les délais de livraison, les ratios/taille et l'assortiment, à l'aide de projections de ventes et d'indicateurs clés de performance (saisonnalité, taux d'écoulement, semaines de couverture...).
- Participation à la planification et gestion des stocks afin d'assurer une couverture optimale des besoins globaux tout en maintenant un niveau de stock approprié, à l'aide d'indicateurs analytiques (Analyses des ventes, connaissance produit, marketing).
- Accompagnement des Merchandise Planners WSHOES et WRTW/MRTW dans le suivi des livraisons pour les lancements des collections ainsi que des réassorts et autres commandes.
- Sales/Stock mappings et analyses Ad/Hoc



● Product and Visual Merchandising

Coty | Jul 2018 - Jan 2019

- Gestion du projet Monoprix Drugstore où 2 de nos marques sont implantées (Bourjois et Rimmel).
- Création et design de planogrammes 3 marques avec optimisation de la visibilité de nos produits en magasin (Réseau sélectif et non-sélectif) grâce aux recommandations Marketing et KPI's (Analyses IRI)
- Gestion des stocks (PLV et Matériel Merch permanent).
- Animation des réunions hebdomadaires avec le Marketing où les assortiments produits (Bourjois, Rimmel et Sally Hansen) sont proposés.
- Respect des parts de linéaire en fonction des objectifs Marketing
- Suivi d'implantations (Ouvertures, maintenances, bascules...) avec la force commerciale.
- Coordination entre les équipes commerciales, fournisseurs et les points de vente
- Demande de devis
- Impression de visuels, bandes de communication et liste d'ingrédients
- Coordination des interventions en points de vente
- Veille concurrentielle (Visites terrain, feedback promoteurs)

- Plan stock levels.
- Creation of planograms depending on retail space planning and linear setups.
- Optimizing the right amount of facing and allocations to best-sellers and new products. (Through Marketing recommendations and market research tools)
- Request for quotes
- Printing visuals, communication banners and ingredients' lists with our suppliers
- Daily follow-up of RIMMEL, BOURJOIS & SALLY HANSEN's implementations throughout 100+ sale points across France. (Selective and non-selective distribution channels)
- Daily communication with retail merchandising and marketing tools suppliers, area managers and promoters.
- Field visits (Assist promoters, linear and grids' check-ups)



● VIP Events Coordinator

Shangri-La Hotels and Resorts | Jul 2016 - Jul 2017

- Budget allocation
- Be on hand to support the Event Manager
- Maintain and manage event databases, timelines and files.
- Checking and establishing set ups
- Assist with gathering data during the event
- Ensuring visitors are aware of event programming information during the day
- Other ad hoc duties when required

● Special Events coordinator

Mash Staffing | Jan 2014 - Sep 2014

- Worked inside the marketing and P.R campaigns for one of the world's biggest brands Ex: Adidas, Nike, Teissere, Bailey's
- Experiential campaigns varied from mass sampling to brand immersion, festival engagement, sports sponsorship activation, shopping centre activity, events & exhibitions and on-trade promotions.

- **Corporate Event Staff**

RE HOSPITALITY LTD | Jan 2013 - Sep 2013

- Corporate events work ranged from facilitating business conferences, to supporting press launches and hosting at sports fixtures, corporate dinners and entertainment events.

- Involvement with many different events around the UK, such as Festivals, Races Courses, Award Ceremonies, Football/Rugby Stadiums, conferences, wrap parties etc.

Education & Training

2018 - 2018 ● **London College of Fashion, University of the Arts London**

Master of Science - MS,

2018 - 2018 ● **East China Normal University**

Master of Science - MS,

2017 - 2019 ● **emlyon business school**

Master of Science (MSc),

2013 - 2017 ● **University of Greenwich**

Bachelor's Degree,