



# Anouschka Hafsa

Consultant Digital Customer,  
Trilingual German - French -  
English

Paris, France

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## Languages

- French (Native)
- German (Native)
- English (Fluent)

## About

### BRANDS WORKED WITH

- BUZZMAN
- CELINE
- DIM
- MICHAELA BUERGER
- PETIT REQUIN
- Wavestone

## Experience

### FOUNDER

PETIT REQUIN | Jan 2022 - Now

Petit Requin upcycles second-hand jeans and donates €5 per jeans sold to an association protecting sharks.  
Website : [www.petitrequin.fr](http://www.petitrequin.fr)

- Definition of company's vision & goals
- Product Development
- Website Design & Creation
- Content Management on Social Media
- Business Development



### CONSULTANT

Wavestone | Jan 2020 - Now

- Developing Consulting skills (Problem identification and analysis, Benchmark, state of the Art, Production of deliverables, POC, formalize summary notes and reports for clients/managers, Conduct interviews, host workshops and work meetings)
- Building Expertise (Be pro-active, understand the ecosystem of the practice including market, challenges, players and offers, Broaden knowledge in several functional, sector-specific or technological domains, Share and capitalize on content)
- Contributing to the Business Development (Enhance the value of one's expertise in relation to client expectations, Develop quality relationships with client/practice teams, Contribute to the production of sales propositions and the commercial offer of the firm)
- Participating in People Development (sponsor new recruits, promote their integration into the firm) and in the firm's activities, both internal (recruitment, team work, etc.) and external (school relationships, events, etc.)



### STRATEGIC PLANNER ASSISTANT

BUZZMAN | Jun 2019 - Dec 2019

- Strategic Watch of Trends
- Benchmark Innovative Brands' Experiences
- Analyse Market, Advertisers and Competitors
- Nourish Creative Briefs
- Nourish Strategic Recommendations



### PRODUCT MANAGER ASSISTANT

DIM | Jan 2018 - Jun 2018

- Market Monitoring: Analysis of scoreboards and realization of monthly scorecard which summarizes company's performances, analysis of competition, storecheck

- Development of selling tools: line sheets, realization of a digital selling book (agency briefs, follow-up of creations, managing intern validations)

- Organization of intern presentations, appointments and seminar : presentation supports, logistic organization & coordination of fashion shows

- Daily management of intern requests of multiple services: Marketing Development, Commercial, Communication, E-commerce etc.



### ● ASSISTANT OF CEO

MICHAELA BUERGER | Jan 2017 - Dec 2018

Main tasks:

- Strategic Watch of Trends
- Organize the production
- Elaboration of Selling Tools (Line Sheets, Order Confirmations, Flyers)
- Manage the delivery of clients' orders
- Quality control of the products before sending them to the clients
- Write articles about the brand and about fashion in general for the newsletter
- Update the website of the brand by for instance putting the new collection online or changing the prices during SALE period
- Present the new collection to potential clients and take orders from them during the Kids' Fashion Exposition "Playtime"
- Use Photoshop to touch up pictures for the Line Sheets of the brand



### ● SALES ASSISTANT

CELINE | Jun 2016 - Dec 2016

Main tasks:

- Listen to and identify the clients' needs and inform them on all product categories
- Ensure the reception of deliveries and the storage of the items according to the Visual Merchandising of the store
- Follow retail and CRM excellence procedures
- Ensure a personalized follow up of clients and contribute to their loyalty
- Created several sets of outfits that were sent to the clients to present them the new collection