

NASREDDINE Ghina

Master of Science (MSc) in Fashion, Design and Luxury at Grenoble Ecole de Management

Looking for a **long-term internship or CDD in marketing**.

I am an enthusiastic and hardworking team player, detail and results oriented.

INFORMATION

5th of July 1998

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Work experience

- June - Sep 2019** **Off-White (New Guards Group)** – *Sales and marketing in the flagship store in Galeries Lafayette Paris*
- As member of the sales staff:
 - Launched Off-White's pop-up store dedicated to leather goods and managed the day-to-day sales operations from welcoming and advising customers to monitoring the inventory, optimizing the store layout and preparing the sales performance reports
 - Highest-tier performer with €100K of sales generated over three months
 - As marketing assistant to the Visual Merchandizing manager:
 - Drafted marketing emails, advised on the store's visual layout and carried out the store's influencer marketing strategy on Instagram and WeChat
 - Onboarded Anil Brancaleoni (690K followers on Instagram), leading to 2K incremental sales
- June 2015** **ARUP** – *UK based engineering firm focused on international construction projects (intern)*
London
- Analysed the electrical and water supply systems for two projects in Dubai and London based on the criteria of efficiency, design, and environmental impact
 - Presented the analysis to the project managers (Final score: 19/20)
- June 2014** **AROP** – *Association for the preservation of the Opera of Paris (intern)*
Paris
- Prepared the marketing documentation addressed to the sponsors of the Opera
 - Organised an event hosted by the Opera in homage to Rudolf Nureyev with 200 attendees

Education

- 2020 - 2022** **Grenoble Ecole de Management (Paris campus)** – *MSc in Fashion, Design and Luxury Management*
- Top business school in France, accredited by AACSB, EQUIS and AMBA
 - Courses: Marketing, supply chain and operations, retail management, customer behaviour, with a focus on the fashion, design and luxury industries
- 2018 - 2020** **Grenoble Ecole de Management** – *Bachelor in International Business (BIB)*
- Courses: Accounting, corporate finance, marketing and strategy
- 2018** **London School of Economics** – *Summer school*
- Classes in marketing, consumer behaviour and finance / accounting
- 2016 - 2018** **Prépa Commerciale** – *Preparatory classes to top business schools in France*
- 2014 - 2016** **Ipésup** – *Baccalaureate specialized in economics, with honours*

Achievements and interests

- Since 2019** **Avant-Garde** – *Grenoble Ecole de Management's fashion society (events manager)*
- Organised various events in the fashion and luxury field and managed relationships with sponsors
- Since 2014** **Offre-Joie** – *Human aid association for orphans and young refugees in Lebanon (volunteer)*
- Raised funds from Société Générale to finance the reconstruction of Beyrouth's port following the blast in August-2020.
 - Took part in social projects promoting intercultural solidarity in Lebanon: renovating and collecting and sorting of waste
- Interests** Acting, singing, and passionate about Ballet / Formula 1 enthusiast

Skills

Languages: French (native), English (fluent – IELTS 7.5), German (intermediate – Goethe Institute B2 Level)

Computer skills: Proficient in using pack office (PowerPoint, Excel, Word, Teams, Outlook)

