

Sophian has accumulated experience in Sales and Marketing across verticals in the E-commerce, Digital, Saas and recruiting domains for high street brands, luxury goods industry and IT. He possesses acumen to support companies in achieving their sales goals through strategic marketing, communications and business development.

## Sophian Ben

Along with his experience, he is well versed in online marketing, influencer and sponsored content advertising. hands-on with Google Ads. Google Tag Manager as well as with Meta Platforms to drive business growth through various types of marketing activations.

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Permit: No permit yet - Esta one year

Citizenship: French

Sophian used to live for 5 years in China, Shanghai and 2 years in Germany, Berlin showing a strong desire for international exposure. He is fluent in English and French and has professional proficiency in Mandarin.

## Portfolio

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**Casetify** | Hong Kong Top Tier Tech company selling Fashion & Tech Accessories

01.2024 – 05.2024

Senior Marketing Associate Europe and Germany

- ⇒ Responsible for planning and implementing marketing and advertising activities
- ⇒ Conduct and analyze market research and customers' behavior
- ⇒ Coordinate in developing new business partnership opportunities especially in the B2B partnership, local artist collaboration
- ⇒ Create innovative marketing campaigns and contents designed to drive revenue growth
- ⇒ Track weekly / monthly / quarterly channel KPI targets to manage budget and resources effectively
- ⇒ Work with 2 Key Opinion Leaders firms and a Press Agency in Europe for paid media, sponsored content and gifting
- ⇒ Implement and manage analytical tools to track and evaluate the performance and ROI of various marketing and influencer campaigns

**Darmax Global** | Hong Kong Recruitment Agency

01.2023 – 09.2023

Business Development Manager and Recruiting Consultant

- ⇒ Oversaw the client development by generating lead generation strategy and market map
- ⇒ Explored recruiting opportunities with top tier firms to develop partnership in the Hospitality, Luxury, Tech, Fintech, and Investment space
- ⇒ Took jobs specs followed by reformatting business notes into jobs description and business data
- ⇒ Coordination with the consultant team on client meeting to tailor their candidates search

**Horizn-Studios** | Berlin, Germany Premium German travel product brand

01.2022 – 06.2022

Sales Operation Coordinator | Contract

- ⇒ Coordinated sales administration pertaining to deliveries, exchange, and return
- ⇒ Worked in liaison with different department from production team; operation and finance to elaborate orders
- ⇒ Tracked and analyzing Key Account performances with account optimization strategy assortment
- ⇒ Handled all wholesale invoicing process and coordinating with finance for legal compliance
- ⇒ Coordinated with controlling forecast demand to ensure right production and stock levels

**Zalando Marketing Services** | Berlin, Germany *Leading European Market place in Fashion and Lifestyle*  
*Account Strategic Partner Consultant Executive*

10.2020 – 01.2022

- ⇒ Oversaw the on and offline marketing campaign for VF Group including “The North Face, Vans, Timberland, Napapijri and Icebreaker”
- ⇒ Managed and coordinated paid and sponsored campaigns on Tik Tok, IG, Facebook and Zalando website
- ⇒ Conducted Marketing campaign analysis and regular adjustment strategies to achieve campaign KPIs
- ⇒ Provided comprehensive marketing and sales reporting to VF Group
- ⇒ Worked on strategy from brand’s brief to creative concepts and holistic campaign proposals with agencies and Inhouse creative team
- ⇒ Coordinated on and offline campaign set up pertaining to placements, creatives, copy writing and contents
- ⇒ Participated in implementing integrated traditional campaign and digital advertising from material coordination booking and post booking

**Amplifyre** | Berlin, Germany Saas for matching IT projects  
*Business Consultant | 4 Months Consulting Project*

11.2020 – 02.2021

- ⇒ Complete market analysis and market intelligence of IT offshoring services across the world
- ⇒ Defined the Ideal Account Profile & Ideal Prospect Persona of Amplifyre by conducting market research/trends based on IT offshoring needs
- ⇒ Delivered a complete Lead Generation strategy for the DACH Region market
- ⇒ Oversaw the analysis of 10 industries for the DACH market from a micro & macro perspective to develop a go to market strategy
- ⇒ Conceptualized qualitative and quantitative survey that has been administered to expert leader to gain market insights

**Givenchy** | Paris, France Top-Tier Luxury House under LVMH Conglomerate  
*Wholesales & Retail Assistant | EMEA | Apprenticeship*

11.2016 – 09.2019

- ⇒ Participated in seasonal sales campaigns and supported showroom operations
- ⇒ Coordinated sales administration pertaining to deliveries, restocking and swap for main Key Account in Northern Europe and Dach Region including “Austria, Germany, Switzerland, Finland, Sweden, Norway, Holland, Denmark, France, Spain and Portugal”
- ⇒ Collected, prepared, and verified for the Western European Key Account sell-through analysis of sell-in/sell-out, stores opening report, SWOT, seasonal competitor’s pricing report.
- ⇒ Assessment of online business and application of online strategy, including geo pricing, product benchmark by Account
- ⇒ Worked with “Karla Otto and KCD” to cover “Mr Porter and Net A Porter” fashion shoot for the US and European market in handling samples requests and compiled press releases for wholesalers communications materials support

**Aduey Collective** | Shanghai, China Consulting, Sourcing, Design and Apparel firm  
*B2B Sales Representative - Internship*

12.2014 - 08.2015

- ⇒ Oversaw the sales over showroom, trade fair and client visit of 5 designers
- ⇒ Selling Aduey design patterns for main Chinese trade shows in Beijing, Shanghai, and Guangzhou
- ⇒ Procurement and sourcing of raw material, fabrics, and samples across China
- ⇒ Establishment of market research in home interior while reporting trends to the founder
- ⇒ Creation and implementation of tool to track business activity attributes and metrics

## EDUCATION

### **ESCP BUSINESS SCHOOL (Top Tier ranked French and worldwide Business School)**

⇒ *M.S. International Sales Management | Berlin, Germany*

**2019-2021**

### **INSEEC BUSINESS SCHOOL**

⇒ *B.S. International Marketing in (Business of Fashion) | Paris, France*

**2018-2019**

### **TONG JI & SHANGHAI NORMAL UNIVERSITY**

⇒ *Mandarin language and Business studies*

**2012-2015**

## SKILLS

**SOFTWARE:** *Pack Office (Excel) – G-suite – Sales Force & Jira – Google Data studio & Tableau – Bullhorn & Zoho - LinkedIn Sales & Recruit Navigator - Meta - Google Ads and Tag manager, SEO & SEM, Mailchimp, Adobe PS.*

**LANGUAGES:** *French Native - English Fluent – Mandarin Intermediate HSK5 Professional Proficiency - German Limited Professional Proficiency*