

Parisa Nikoosokhan

Store Manager at Hollister Co.

Funkerstr. 6
80636 Munich
015734387891
parisa.nikoosokhan@gmail.com

EXPERIENCE

Hollister Co., Munich — Store Manager

February 2024 - PRESENT

Conducting performance evaluations and providing feedback.

Forecasting quarterly and yearly sales targets, strategies to drive sales and meet store's financial goals.

Analyzing sales data to identify trends and opportunities for improvement.

Hollister Co., Munich — Assistant Manager

October 2022 - February 2024

Assisting the Store Manager in day-to-day running of business, analyzing KPIs to achieve and exceed the goals.

Training and directing the team to deliver great customer service.

Building up with the team, identifying strengths and opportunities of the team as well as mentoring them to deliver higher standards.

Talent management - interviewing candidates and hiring process as well as giving feedback and helping them continue to develop their skills over time.

SKILLS

Leadership
Communication
Decision-making
Problem-solving
Customer Service
Time Management
Talent Management
Inventory Management
Employee Development
Motivational Skills
Teamwork
Recruiting

LICENSES & CERTIFICATIONS

UX Design —Google

Design thinking process

Conduct UX research and test early concepts

Low and high fidelity Designs and prototypes in Figma

Attract and Engage Customers with Digital Marketing —Google

Recognize strategies to build brand awareness among potential customers

Optimize website content for SEO

Understand search engine marketing (SEM) and how it benefits businesses

LANGUAGES

English Fluent

German B2

Persian Native

EDUCATION

Macromedia University of Applied Sciences, Munich Master's Degree—Design Management

March 2020 - November 2021

Utilize design, strategy and project management skills to create an innovative process and build a structure for organizational success.

Seeking for users problems, implementing design thinking processes to find a solution and provide a better customer experience.

Prototyping ideas, test and iteration to polish and finalize the projects.

Islamic Azad University, Tehran, Iran Bachelor's Degree—Industrial Design

September 2013 - November 2017

Excelled problem-solving skills to create or develop functional and user friendly products based on user insights.