

ZINA DÉBORAH KOUKA

Sampling, Wholesale & Sales Administration

201C Atrium Point, Greenford Road, London, UB6 0FG
(+44) 7466 249819 • koukadeborah@gmail.com • www.linkedin.com/in/zinadeborahkouka


Profile Summary

With over five years of experience in the FMCG industry, working with both fashion and high-end hospitality brands, I have consistently delivered strong results and developed a well-rounded skill set. My expertise includes administrative support, sales administration, wholesale operations, sample management, and data analysis. I thrive in fast-paced environments and am always focused on optimizing processes and driving efficiency. I am now seeking a new challenge in a role that allows me to continue growing professionally while contributing to the success of a team or organization.

Key skills

- ✓ Wholesale Operations
- ✓ Sample Library & Product Coordination
- ✓ Sales Administration
- ✓ Customs Documentation
- ✓ Third-Party-Logistics (3PL)
- ✓ Purchase Orders & Tracking
- ✓ Data Analysis & Reporting
- ✓ Administrative Support
- ✓ Business Communications
- ✓ B2B Account Management
- ✓ PC Literacy/ ERP, MS Office, Canva, Teams
- ✓ French (Native) / English (Fluent) / Spanish (Inter)

Work Experience

 **Samples & Styling Coordinator (B2C – Womenswear)** **Jun 2024 – Present**
New Look, London, UK

Managing the efficient movement of products in and out of the office, ensuring daily samples are sent to the studio on time for website photography. Collaborating with buying teams to maintain accurate range plans and facilitate product handovers for various initiatives, including location shoots, directors' meetings and VM seasonal strategies. Working closely with the Styling team to curate product selections for influencer edits, campaign shoots, and newsletters, ensuring timely availability of necessary samples. Organizing shoot packs and concepts, updating seasonal collection documents, and proactively addressing any issues that arise.

 **Sampling & Sales Coordinator (B2B – Luxury Trims & Fabrics)** **Jan 2021 – Jun 2024**
Houlès, London, UK

Managed the whole sample library by labelling, logging, organising, keeping track of all samples, and posting them to clients. Ensuring first-class service, I generated over 80 new clients including luxury hotels and high-end design studios, resulting in increased sales and new business opportunities. Additionally, I supervised a busy showroom, planned events, coordinated press activities, handled office administration tasks, and ensured on-time deliveries for large-scale design projects.

 **Key Holder (B2C – Premium Lingerie & Nightwear)** **Nov 2019 – Jan 2021**
Intimissimi, London, UK

Optimized store metrics through sales data analysis and KPI monitoring. Supervising a high-performance team, I ensured visual appeal and brand consistency at every point of sale. Moreover, I trained new recruits and conducted regular stock takes/transfers. Through effective cross-selling, I achieved an average of 25 daily sales and doubled the average basket size. I also cultivated customer relationships, resulting in a growth of loyal members.

 **Export Sales Administrator (B2B – Luxury Trims & Fabrics)** **May 2019 – Sept 2019**
Houlès, Paris, France

Managed a portfolio of 150+ global clients in the Interior Design industry, overseeing the UK and Spain. I efficiently processed an average of 200 weekly orders and provided accurate quotes. By maintaining constant communication with the factory, logistics, suppliers and delivery carriers, I achieved nearly 98% client satisfaction by resolving delivery and product quality complaints. Furthermore, I handled a workload of phone calls and emails regarding prices, stocks, reservations, pricelists, samples, and general enquiries.

Education

UPEC Université Paris Val de Marne 12 (Paris, France)
Bachelors in Business Administration & International Trade (English & Spanish Markets)

Sept 2019

Awards: A Student, Top of the Class (consecutively for the 2nd and 3rd year of the Bachelors)

- Other: Completed one-semester study abroad at UAL University (Spain – Erasmus program)