



# JORDAN TUNKARA

NIKE KEY ACCOUNT MANAGER

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🚗 Driving License

📍 Paris, France

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## About me

I'm a sport enthusiast, with a strong passion for photography and travel. 5 years ago I joined NIKE Headquarters in Paris. I'm the NIKE KEY ACCOUNT MANAGER at Haddad Brands for France & west indies for the most strategic distribution channel. I love Products, Marketing & Sales.



## FORMATION

MASTER'S DEGREE in Marketing, Brand Engineering, Sales

2019-2021 | IAE GRENOBLE

MASTER'S DEGREE in Marketing, Sales

2017-2018 | IAE GRENOBLE

Level 3 Degrees in Business, Administration and Management

2016-2017 | IBMEC - RIO DE JANEIRO, BRAZIL

Level 2 Degrees in Digital and Management

2014-2016 | IUT1 - GRENOBLE

## LANGUAGES



## SKILLS



## EXPERIENCES

### NIKE KEY ACCOUNT MANAGER



2021-2025 | NIKE JORDAN CONVERSE KIDS - Paris

Responsible of the Categories supported by Haddad Brands Europe (0-15y Apparel & Adult Accessories) for the 2 biggest french national accounts (Intersport & Sport 2000).

- Sales & strategical decisions; 10M€ Order book 2024 into +900 stores.
- Marketing lead for both accounts : Creative direction & management.
- QUA1 54 Marketing management for JORDAN 0-15y Apparel & Adult Access.



### CREATIVE CONCEPT CREATOR

2021 | ENTREPRENEURSHIP - Digital

Photographic and Videographic production-group. Brands and arts storytelling . Story creator. Creation of my own clothes brand and e-commerce concept.

### SALES/BRAND KEY ACCOUNT MANAGER ASSISTANT

2020 | NIKE - Headquarters - Paris

Building the future NIKE collection - Following the development of the current assortment in stores - Sales and Brand Manager support - Selling of the collection to a Key Account - Brand activations

### PRODUCT MANAGER ASSISTANT

2019 | GO SPORT FRANCE - Headquarters - Sassenage

Development of the ski collection Ellesse and Wanabee France - Sales & Brand Management of the national collections - Sales training

### BRAND MANAGER ASSISTANT

2018 | SHIFT ONE Digital - Cape Town, SOUTH AFRICA

Marketing & Strategic development of customer brands around digital tools. Business, sales and branding strategies

“Travel opens mind”



## VOLUNTEERING

INTERNATIONAL VOLUNTEER - West Africa

2019 | DONBOSCO REHABILITATION CENTER - FREETOWN, Sierra Leone

INTERNATIONAL VOLUNTEER - South Africa

2018 | Langa Township Brought values through SPORT - CAPE TOWN, South Africa

INTERNATIONAL VOLUNTEER - Brazil

2017 | Brazilian Ministry of Social Development and the Fight Against Hunger - RIO DE JANEIRO, Brazil

## INTERESTS

