



BABITHA B

Dynamic and customer-focused retail professional with proven experience in store operations, team leadership, and customer relationship management. Recognized for exceptional sales performance, operational excellence, and staff development. Seeking a challenging opportunity in Retail Management, Operations, Purchasing, or Customer Relations to contribute to business growth and enhance customer satisfaction.

KEY SKILLS

- Team Work
- Work Ethic
- Complaint Resolution
- Multi-tasking
- Critical Thinking
- Time Management
- Attention to Detail
- Relationship Building
- Store Audits
- Customer Service
- Billing

CONTACT DETAILS

- +91 8943936487
- babithaparu1989@gmail.com
- Kerala, India

EDUCATION

BACHELOR IN COMMERCE | 2025

- Rabindranath Tagore University, Kollam, Kerala, India

CLASS XII | 2022 | 65%

- National Institute of Open Schooling
- Delhi Board of School Education

SSLC | 2004 | 76%

- Kerala Board of Public Examination
- Govt. Higher Secondary School Mangalam

ADDITIONAL QUALIFICATION

DIPLOMA IN COMPUTERISED

PROFESSIONAL ACCOUNTING | 2012

- Data Tech Computers, Thiruvananthapuram, Kerala, India

PROFESSIONAL SKILLS

- Store Operations
- Team Management
- Sales & Target Achievement
- Visual Merchandising
- Inventory Management
- Point of Sale (POS) Systems
- Staff Training & Development
- Retail Analytics
- Stock Replenishment
- Performance Monitoring
- Cash Handling
- Grievance Resolution
- Product Knowledge

WORK EXPERIENCE

STORE MANAGER | January 2023 – Present

LENSKART PVT. LTD. (DEALS KART), KOTTAKARA & KOLLAM

- Achieved departmental annual budget targets through strategic planning and execution.
- Led a team of sales staff and optometrists, ensuring adherence to SOPs and high service standards.
- Conducted staff training and performance reviews to enhance productivity and customer service.
- Executed store promotions, maintained stock availability, and ensured effective product displays.
- Initiated customer engagement programs, driving high Net Promoter Score (NPS) ratings.

TEAM LEADER | 2019 - 2022

RELIANCE RETAIL LTD., TRENDS, RP MALL, KOLLAM & TRENDS PARIPPALLY

- Promoted from Customer Service Associate to Team Leader based on performance.
- Supervised day-to-day store operations and ensured team KPI achievement.
- Provided training and support to sales associates to improve service quality.
- Maintained optimal stock levels and organized effective visual merchandising.
- Ensured consistent customer satisfaction through prompt issue resolution.

BRAND STAFF | 2018 – 2019

612 LEAGUE LTD, RP MALL, KOLLAM

- Delivered top-tier customer service and exceeded sales targets.
- Recognized three times for bestselling skills by Brand Management.
- Maintained brand display standards and assisted in stock management.
- Supported promotional activities and seasonal campaigns.
- Built strong customer relationships to boost repeat business.

AREAS OF EXPERTISE

- Store Performance Analysis
- Brand Promotion
- Stock Management
- POS System Handling
- New Store Opening (NSO)
- Customer Retention
- Retail Sales Strategy
- In-store Marketing

PERSONAL STRENGTHS

- **LEADERSHIP** – Able to inspire and guide teams toward achieving common goals efficiently.
- **COMMUNICATION** – Strong verbal and written communication skills for clear interaction with customers and team members.
- **PROBLEM-SOLVING** – Quick to identify issues and implement effective solutions under pressure.
- **ADAPTABILITY** – Easily adjusts to changing work environments and customer needs.

LANGUAGES KNOWN

English	<div style="width: 100%;">100 %</div>
Malayalam	<div style="width: 100%;">100 %</div>
Hindi	<div style="width: 85%;">85 %</div>
Tamil	<div style="width: 85%;">85 %</div>

PERSONAL DETAILS

Gender	: Female
Date of Birth	: 20/12/1988
Nationality	: Indian
Marital Status	: Married
Permanent Address	: Mundakatharayil Clappana North, Clappana P. O. Clappana - 690525 Kollam, Kerala, India

REFERENCE

- **SOORAJ R P**
Area operations Manager Lens
Kart
+91 8129809103
- **RATHEESH S**
Store manager Trends
Balaramapuram
+91 7306821041

PASSPORT DETAILS

Passport Number	: C9234845
Date of Expiry	: 20/04/2035
Place of Issue	: Trivandrum

DECLARATION

I hereby declare that the above-mentioned information is true and I bear the responsibility for the correctness of the above-mentioned particulars.

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