

RESUME

Ayushi Sharma

Date of Birth - 28/07/89

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Permanent Address- K 814, Aashiana Colony, Kanpur Road, Lucknow- 226012.

PROFILE- Assistant Manager CRM

Core Competencies:

- Proficient Verbal and Written Communication skills (Cambridge University Business English Higher Level Passed Certificate).
- Good knowledge of SAP, MS office. (Knows all tools of excel, power point and outlook).
- Team Handling.

Current Work Experience

Spaze Towers Pvt Ltd

September'12 - Present

Assistant Manager CRM

Key Responsibilities & Learning:

- Plan, Develop and Implement systems, policies and procedures for superior customer service aimed at enhancing the image of the company.
- Resolving customer's grievances claims through phone, e-mails, written communication (letters) and personal meetings by coordinating with various departments such as Legal, Accounts, etc.
- Responsible for handling customer's queries effectively pertaining to all on-going fourteen projects residential and commercial of the company via e-mail and phone.
- Responsible for timely collections from customers and follow-up.
- Responsible for complete customer's documentation like Demand Letters, Allotment Letters, Cancellation Letters, Receipts, Builder Buyer agreement etc.
- Responsible for handling forfeiture cases, ensuring timely settlement and recovery.
- Responsible for recovery and settlement of leased out units.

Previous Work Experience

Pantaloons Retail India Ltd.

July'11-August'12

Senior Executive Operations

Key Responsibilities & Learning:

- Sales forecasting & budgeting, achieving the budgeted figures through proper planning & reviews.
- Coordinated with vendors to ensure proper availability of merchandise.
- Making purchase orders of merchandise.
- Developed an ARS tracking sheet to monitor size ratio & fast movers' replenishment.
- Developed a replenishment tracker to improve replenishment process from

warehouse.

- Inventory-Sales tracking & data analysis. Tracking “fast moving styles” & ensuring its availability.
- Ensuring footfalls & conversion in assigned department.
- Innovative & creative visual merchandising to sell slow & fast movers.
- Making weekly reports on all category performance.
- Reviewing the display of merchandise based on sales data.
- Held weekly & bi-weekly sales review to monitor sales trend & undertake corrective action.

EDUCATION & PROJECTS

PGDM	2009-11	Birla Institute of Management Technology, Greater Noida	CGPA 6.5/10
BA (Psychology)	2005-08	University of Lucknow	58%
HSC	2005	CMS (ISC)	63%
SSC	2003	CMS (ICSE)	60%

- **Summer Internship** with **UNITECH DEVELOPERS** in **Mall Operations** (Promotional Activities & Tenant Relationship Management at **The Great India Place**).
- Project on “Planogram Planning” at **Carrefour**.
- Project on competition analysis of **NEXT** Electronics Store.
- Short Term Project at **V-Mart** in Visual Merchandising.
- Short Term Project at **Big Bazaar** in Store Operations.

Computer Proficiency & Other Skills

- Strong MS office skills.
- Experience of working on operational part of SAP.
- Passed BEC “Vantage” and “Higher” level, an English Certification course by **Cambridge University**.
- Good skills of working on Internet.

Achievements

- Best performer award during training period in Pantaloons.

- Managed an apparel store named “The Three Stripes” during “Mall Mania-2009”, event organized by Bimtech.
- Best retailer award for managing the same store in the event.
- Performed in various BIMTECH events like - Samanway and Fresher’s in 2009.
- Participated Inter College Dance Competition.
- Member of organizing committee of a debating club in Bimtech named Manjalis.
- Active member of a social organization EYEC.