



# Pooja Shah

[pooja-shah-a3366897](https://www.linkedin.com/in/pooja-shah-a3366897)

+91-9898445406

poojashah1609@gmail.com

Home Textile Professional with 6+ years of experience as a merchandiser & marketing executive managing multi-million-dollar portfolio across US, UK & Japan with focus on Sales, Accounts Management, Order Management, Customer Services & Relationship

## Skills

Merchandising

Product Management

Customer Relationship

Communication

Team Management

SAP



## Awards & Recognition

Rajyapuraskar award for Scout and Guide

Awarded as "Shining Star" in July'2016-Welspun

Awarded as Best employee of the month in Oct-2018-Nandan

## Languages Known

English, Hindi and Gujarati

## Personal Dossier

Date of Birth

16<sup>th</sup> Sept 1993

Current Address

Block 2/19, Takshahila Eco Green Apartment, B/H U.S pizza, S.P Ring road Vastral, Ahmedabad, Gujarat - 382415

## Profile Highlights

- Account Management for major clients such as Sam's club, Itochu, TCC ,M&S , B&M, Boll and Branch, etc across major geographies
- Managing/driving sales of \$8-10mn annually
- Ensure collaboration between internal functions teams (Production, Logistics etc.) for on time execution keeping customer centricity in mind.
- Participating and representing the company in International meets, fairs and exhibitions
- Developing Client Relationship to mine the and increase the product portfolio mix

## Key Experiences

### Sr. Merchandiser / Export Marketing

Nov'17 – Present  
(4+ years)

Nandan Terry Limited – Chiripal Group, Ahmedabad

- Successfully handling & retained wide range of USA,UK & ROW based customers contributing Approx.100-120 MT(\$0.5-1 MN) dispatch per monthly in capacity of 700MT plant. Contributing 15-20% on overall company business of 70+Mn as on date.
- Leading a team of merchandising for productive outcome
- Engage with a management to analyse pricing and exposure on product & insights targeting profitability and sustainable growth of sales.
- Overseeing and co-ordinate with cross functional department for timely respond to the customer and smooth execution.
- Preparing retailers grid for analysis

### Merchandiser- Export fabric

May'17 – Oct'17  
(6 Months)

Bhoomi Textile/Raj Exports, Ahmedabad

- Successfully handled wide range of UK based customers like Tesco, George via Hela clothing (Sri Lanka) contributing Approx.100 MT dispatch per monthly in capacity of 400MT plant
- Direct communication & coordination with Buyer for end-to-end Procurement to Pay Cycle
- Delivery Schedule finalization & ensuring readiness of all dispatch documentation
- Creating Container Plan on a weekly basis
- Ensuring appropriate quality checks are conducted through sampling at multiple stage of production
- Ensuring coordination with multiple internal stakeholders for timely & quality delivery

### Officer(merchandising)- Production, planning & control

July'15 – Nov '16  
(1.5 Years)

Welspun India Ltd., Vapi

- Successfully handled execution at factory level of Australia, UK and USA based customers like Sheridan, Sainsbury's, Bonton, Shopko, Meijer's and IKEA. Contributing in business of approx. 200 MT dispatch per month in 2000 MT dispatch capacity plant
- Finalization of delivery dates as per capacity and feasibility in consultation with PPC head
- Make TNA for on time dispatch of all in hand orders
- To ensure all trims requirement/placement and packaging well in advance
- To ensure all the sampling (preproduction, testing, shipment samples etc.) done well in time
- Grey planning and trims planning to meet on time delivery
- On day-to-day communication with buyer to ensure all approvals well in time
- Preproduction meeting with production dept. with all related information
- To ensure timely booking and inspection request for shipment with communication to shipping team and inspection agencies
- Coordination and follow up with production team & sales team to execute order on time
- Working on left over stock & nonmoving stock for MIS

## Academics

Executive MBA

Pursuing

IMTCDL Ghaziabad

Bachelor of Engineering (Textile Technology)

75.43% (2015)

L.D. College of Engineering, Gujarat technological university