



# Falguni Thakkar

Category Management | Business Management

## Education

NIFT Gandhinagar  
FIAI(CEP) - Fashion Integration to  
Apparel Industry  
2016 to 2017

MAAC Ahmedabad  
Graphic Design  
2019

MSU, Baroda  
B.A. LL.B (Hons)  
2011 to 2016

## Skills



## Achievement

Selected for UN Volunteer for the year 2018

Women of the year awarded by Okhai for FY 2020-21 for starting a new vertical of the organization / A Market Place model of Okhai amidst Covid.

## Contact

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## Profile Summary

Dynamic and self-motivated, result oriented Business Manager having 4 years of experience in the fashion industry and have managed many roles in start-ups. An active team leader with excellent communication and people skills. Promoted from Production executive to Head onboarding within 1.5 years at Okhai. Being an expert at business development I started a new segment / a market place model for the organization amidst covid. It contributed 45% in overall sales for the FY22. The Market place model has grown by 75% compare to last year.

## Work Experience

- Okhai - Head Partner Onboarding** Sept 2020 to Present
- Defining the vision and plan for onboarding and responsible for delivering on this plan. Setting targets for onboarding number of new vendors and sales.
  - Planning marketing strategies across channels based on google analytics data and studying ad performance to achieve sales target
  - Accountable for all aspects of bringing vendors on Okhai - from approving the vendor and products for onboarding, order management, payments of vendors, Business development plans.
  - Strategizing and responsible for introducing new systems for making sure the department operations run smoothly on day-to-day basis.
  - Managing workshops for Potential vendors or organization to help them in how to sell online.

- Okhai - Operations Executive** Jul 2019 to Aug 2020
- Managed production operations for Okhai

- Rishika Kurtis by Padamshree - Head Designer** Jul 2018 to Jun 2019
- Managed production, purchasing and designing for the Label

- Ashoka Prints - Apparel Designer** Mar 2018 to Jun 2018
- Accountable to create and produce a collection based on different cultural themes given.

## Other Projects

- Fashion Coordinator with Ms Heena Somani, an Image consultant and a Blogger

LinkedIn - linkedin.com/in/falguni-thakkar-b91331114

- Freelance Designer with Namoh and Myra Creation Ahmedabad
- Volunteered for Financial Literacy Programme - FLP by HDFC Bank
- Personality Development and English-Speaking course by Dipti Shah's Institute of English Speaking and Self Development.

### Key Skills

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- Proficient in Unicommerce, Shopify, Google Analytics, MS Excel
- Photoshop, Coral, Illustrator, Canva