

**KABITA SHARMA**  
**Permanent Address- 1/1 B.C.M Lane**  
**Rishra, Hooghly-712248**  
**WEST BENGAL**

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**Email: [kabita.sharma16@gmail.com](mailto:kabita.sharma16@gmail.com)**

**Career Profile:** Seeking the position wherein I can make effective use of my sales and marketing skills towards the growth of the organization.

**Professional strengths:**

- More than 19 years of professional experience
- Comprehensive knowledge of collecting data and establishing facts
- Target-oriented with excellent customer relationship management
- Strong analytical and organizational skills
- Excellent negotiations and problem solving skills
- Competent in operating network like Microsoft Word, Excel, Access, PowerPoint, Windows and the Internet
- Quick learner and ability meet deadlines

**KEY SKILLS**

Marketing & Sales skills, Business Acumen, Service orientation, Planning & organising, Understanding the buyer, Product Knowledge, Creativity, Presentation skills, Persistent, Flexible, Planning & organising Audit, Using Technology to boost Productivity, driving customer loyalty programmed, Inventory Management, Manpower management & Leadership, Visual merchandising, maintaining Standard Operating Procedures (SOP) of Store, Loss Prevention (Shrinkage Control).

**Professional Experience:**

**Sales, Marketing & Customer Relationship Manager from April 2014-till Date**  
**Alliance Technocrats (P) Ltd.**

**Overall Duration: 9 yrs. 10 months**

Fast growing EXIM Company in Textiles and allied Products. Exporting Yarns & Fabrics (Apparel & Home Textiles) from state of the art Indian Textiles manufacturing companies on long-term contractual basis.

**Responsibilities:**

- Ensured customer satisfaction with regular follow ups and addresses quickly client problems or issues
- Works towards the goal of achieving zero complaint levels and maintain the same on long term basis
- Researches client base to find new types of customers and sells to them accordingly
- Advise customers on product/policies and operating procedures to ensure the business runs effectively and efficiently.
- Trains other sales people in the art of selling
- Strategic Marketing, planning and budgeting
- Provide with technical support to the customers of the purchase products. Attempt to all technical meetings offer by vendors

- Analysing sales figures as well as forecasting sales volumes to boost up the profits
- Handled the responsibilities of updating knowledge of market trends in the industry and monitoring the activities of the competitors
- Persist in sales even in the face of failure
- Demonstrates Products and Services as deemed necessary by clients and management
- Schedules appointments and meeting as necessary
- Sets up booths at trade shows and demonstrates the quality or uses of a product
- Created new SOPs for general operations for customers
- Developed processes to enable suppliers to identify problems in their production schedule to improve on-time shipping and reduce problems with planning
- Organized all import and export documentation for goods and prepare schedules for shipments

**Retail Manager from NOVEMBER 2012 to Till MARCH 2014**  
**CONSIM INFO (P) LTD.**  
**Overall Duration: 1 yrs. 4 months**

CONSIM Info (P) Ltd is a signature internet conglomerate, managing Marquee brands such as [BharatMatrimony.com](http://BharatMatrimony.com), [IndiaProperty.com](http://IndiaProperty.com), [MatrimonyGifts.com](http://MatrimonyGifts.com) and [Tambulya Matrimony Return gift store](http://Tambulya Matrimony Return gift store). It is, one of the fastest growing and profitable organisations in both the digital and offline space, with a reputation for innovation, technical excellence and entrepreneurship. CONSIM spells customer satisfaction & delight.

**Responsibilities:**

- Analysing the sales figures and forecasting future sales volumes to maximize profits.
- Managing and motivating a team to increase sales and ensure efficiency.
- Roaster Planning, Ensuring standards for quality of pitch, customer service.
- BTL Marketing, Organizing special promotions, displays and events.
- Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing.
- Initiating changes to improve the business, e.g. revising opening hours to ensure the store can compete effectively in the local market.
- Dealing with staffing issues such as hires potential sales associates; keep track of attendance, performance reviews, as well as providing or organizing training and development.
- Provide assistance and guidance to team members on jobs undertaken.
- Attending and chairing meetings.
- Submit routine and/or other reports as determined from time to time by Senior on a monthly basis.
- Providing management with feedback.
- Communicating new product developments to prospective clients.

**Floor/Store Manager of furniture department (25,000 sqfts)-Aug 2010 to Nov 2012**  
**S.H. Mumtazuddin Group of company (www.shmhomemaker.com)**  
**Overall Duration: 2 yrs. 3 months**

One of the leading company in selling designer watches since 1922 & pioneers in selling watches and mobile phones & all types of imported furniture for home & office in Kolkata.

**Professional Achievements:**

Achieved sales goals as set forth by organization in the face of a down market, and educate customers and staffs on the product and services

**TEAM LEADER cum acting ADM from Dec 2006 up to till June 2010**  
**FUTURE GROUP (Pantaloons Retail India Ltd. Kolkata Kakurgachi)**  
**Overall Duration: 3 yrs. 6 months**

I was also the member of **LPC** (Loss Prevention Cell) to stop the shrinkage area in the store & **SOP** Check the grooming standard of floor staffs; the floor cleanliness; Signage's etc.

Was Team Leader of the 6 line of business with a team of 50 people - Wellness, ALL ladies apparel, Blue Sky, Lingerie, Navras and Fashion Accessories for 1 year and 7 months. Later transferred to other department and Handling three departments MENS FORMAL, MENS PARTY WEAR & KIDS with a team of 18 people.

**Achievements:**

- Constantly achieved around 110% of the sales targets, the highest in the category at chain level.
- Instrumental in building up an entirely new team in the department, after a large number joining the competition.
- Streamlining the entire RTV & STO process. (Retail processes for handling defectives).
- Arresting shrinkage (pilferage, shop soil etc.) from a loss of 240 pcs to 20 pcs in 3 months.
- The First Team Leader to achieve FUTURE GENERALI INSURANCE reward scheme in the history of Pantaloons East ( NOV 2009)
- Winner of the best TEAM LAEDER. (2008-2009)

**MANAGEMENT DEVELOPMENT PROGRAMMES**

Successfully participated in a FLDL on "**PANTALOON CUSTOMER DELIGHT**" Programmed.

**Senior Sales Executive from October 2004 till February 2006**  
**Kanishka Industries Pvt. Ltd.** (Raymond's retail outlet - Kolkata)  
**Overall Duration: 1 yrs. 5 months**

**Responsibilities:**

Fully responsible for sales of Readymade Apparel, Suiting-Shirting. Toiletries, Accessories etc. Merchandising, maintaining its stocks day to day, builds good Relationship between customer to staffs, and handling Back End work independently.

**Sales Executive from Oct 2003 to Oct 2004**  
**NIK-NISH** Retail Outlet – Kolkata  
**Overall Duration: 1 yrs**

**Responsibilities:**

To deal with customer, cashiering & keep record of Product.

**SOFTWARE KNOWLEDGE**

DOS, Windows, MS Office (Word, Excel, PowerPoint), Internet Operations, functional knowledge of SAP & REM.

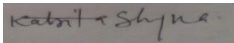
**EDUCATIONAL QUALIFICATION**

- M.A in Arts from Calcutta University.
- Diploma in Public Relation Management Study in 2007 from Bhartiya Vidya Bhavan's Asutosh College of Communication (Pune University)

**PERSONAL INFORMATION**

NAME : Miss. Kabita Sharma

Date of Birth : 28<sup>th</sup> January 1980  
Languages Known : English, Hindi, Bengali and Marwari

A small rectangular image showing a handwritten signature in dark ink on a light background. The signature appears to read "Kabita Sharma".

Kabita Sharma