**RESUME**

**JAYASHRI PANDURANG POKHARKAR**

Address: : 601 6th Floor, Chakreshwari Apt, Sarvodaya Nagar

Nahur Road, Near Jain Temple,

Mulund (West), Dist.Mumbai –400080.

Contact No. : 8425006729

E-mail ID : [jaspp86@gmail.com](mailto:jaspp86@gmail.com)

Date of Birth : 9th Aug, 1986.

Marital Status : Married

Nationality : Indian

Language Know : English, Marathi, Hindi

**OBJECTIVE**

* A challenging Retail Management position in a fast-paced environment that will Allow for personal growth and career advancement , Desire to work in a challenging environment where my professional skills and personal abilities can be utilized to full advantage.

**SKILLS**

* Excellent Skills in Organizing, Scheduling and prioritizing work activities.
* Deliver desired output in the given time.
* To accept new challenges and grow skills and knowledge.

**ACADEMIC AND PROFESSIONAL QUALIFICATION**

* S. S. C. from Mumbai Board 1st class in year 1997-1998.
* H. S. C. From Mumbai Board , 2nd class in year 2000-2003.
* T.Y.B.Com From Mumbai University in year 2012-2013.

**COMPUTER PROFICIENCY**

* Operating Systems : Windows 98/2000, XP, Vista
* Office Suite : MS office 2003/2007, Word, Excel, PowerPoint
* D. T. P. : CorelDraw, Photoshop, PageMaker
* Internet : Browsing, Surfing, E-mail Checking etc.

**PROFESSONAL EXPERIENCE**

**(February 2007 to Jan 2013)**

1. **WORKED WITH** **RELIANCE RETAIL LTD , AS A** **CRM EXECUTIVE**

( **CUSTOMER RELATIONSHIP MANAGEMENT)**

**Responsibilities and achievements**

* Monthly store wise new enrollment reports.
* Monthly loyalty sales trends.
* Day to day loyalty sales contribution report.
* Monthly loyalty contribution to total sales.
* Monthly loyalty transaction trends.
* Customer wise loyalty sales report.
* Monthly accumulation and redemption of points report.
* Monthly store wise customer visits report.
* Top 10 customer report.
* Summary of updated customers demographic /details report.
* Customers visit trends in last three months.

**Quantitative**

* Responsible for smooth functioning of loyalty program for Sahakari Bhandar.
* Monitor the performance of store and store staff towards effectiveness and efficiency of loyalty program SB PARIVAR.
* Encourage team members at the store for new enrollments/ new customers joining the loyalty program
* Advise the business team on day to day events, happenings at the store in relation to loyalty program.
* Address queries, issues related to the loyalty program at the store.
* Monitor and address the customer feedbacks, complaints recd online for the loyalty program, store etc.
* Interaction with vendors on the issues for functioning of loyalty program related services rendered.(Plastic card supplies, encoding of data, timely delivery of enrollment forms,

Duplicate cards, redemption vouchers, benefit guides etc)

* Vendor relation development towards adherence to statutory and commercial policies.
* Coordination with internal support teams such as CRM operation, CRM development, Retail team, and branding, marketing team for smooth functioning of the program at the store.
* Periodical store visits to gain on the floor feedbacks from CSD and customers, Performs audit of CSD desks for adherence of policies and maintenance of various loyalty documents & registers.
* Advice the business team on innovative ideas for enhancing the customer loyalty and way forward.
* SMS blasts on upcoming events at the stores to loyalty customers.
* Periodical email alerts to loyalty customers on promotions and social
* marketing events.

1. **(October 2015)**
2. **WORKING WITH ARYA HONDA , AS A** **CRE**

( **CUSTOMER RELATIONSHIP EXECUTIVE)**

**Responsibilities and achievements**

1. Giving service reminder calls to customers.
2. Scheduling appointments of customers for car service.
3. Hearing to customer queries & trying to solve it as soon as possible.
4. Selling AMC(Annual Maintenance Contract)
5. Mailing daily reports to HOD.

**DECALRATION**

I hereby declare that the above written particulars are true to the best of my knowledge.

Place: Mumbai

Date: (JAYASHRI PANDURANG POKHARKAR)