

## Professional Summary

Results-driven Category Head with 10+ years of experience in the apparel industry, leveraging expertise in retail, management, fashion, and team management to drive business growth. Proven track record of success in merchandising, brand management, and marketing, with a strong educational foundation in Apparel Marketing and Merchandising Management from NIFT, Hyderabad.

## Professional Experience

### Category Head - Apparel (AP10)

Inazuma.co | January 2018 - Present

### Senior Merchandiser - Apparel

Trendsetter Inc. | June 2015 - December 2017

#### Key Achievements:

- Increased sales by 25% through effective product assortment and pricing strategies
- Improved supply chain efficiency by 30% through vendor management and logistics optimization

#### Responsibilities:

- Managed a team of junior merchandisers to develop and implement product plans
- Collaborated with design and marketing teams to ensure brand consistency

### Merchandiser - Apparel

FashionForward Ltd. | January 2012 - May 2015

#### Key Achievements:

- Successfully launched a new product line, resulting in a 15% increase in sales
- Developed and maintained strong relationships with suppliers to negotiate better prices

#### Responsibilities:

- Analyzed sales data to inform product development and inventory management decisions
- Assisted in the development of marketing campaigns to promote new products

### Junior Merchandiser - Apparel

StyleHub | June 2010 - December 2011

#### Key Achievements:

- Assisted in the development of a new product line, resulting in a 10% increase in sales
- Improved inventory management by implementing a new stock tracking system

**Responsibilities:**

- Supported senior merchandisers in product development and inventory management
- Conducted market research to stay up-to-date on industry trends

## Education

**Post Graduate Diploma in Apparel Marketing and Merchandising Management**

National Institute of Fashion Technology (NIFT), Hyderabad | June 2010

## Technical Skills

**Apparel and Fashion:**

- Apparel Design and Development
- Fashion Brand Management
- Merchandising and Buying

**Retail and Management:**

- Retail Operations Management
- Team Management and Leadership
- Supply Chain Management

**Marketing and Analytics:**

- Marketing Strategy and Planning
- Market Research and Analysis
- Sales Data Analysis