Professional Summary

Results-driven apparel professional with 12+ years of experience in the industry, leveraging expertise in Handloom fabrics and dress materials to drive business growth and innovation. Proven track record of success in leadership roles, with a strong background in retail and operations management.

Professional Experience

Senior Director - Apparel Category

Inazuma.co | January 2018 - Present

Apparel Category Manager

Trendsetters Inc. | June 2015 - December 2017

Key Achievements:

- Increased category sales by 25% through targeted product development and marketing initiatives.
- Developed and implemented a comprehensive category strategy, resulting in a 30% reduction in inventory costs.

Responsibilities:

- Managed a team of 5, providing guidance on product development and sales strategies.
- Collaborated with cross-functional teams to launch new product lines, resulting in a 40% increase in brand visibility.

Senior Buyer - Apparel

FashionForward Ltd. | March 2012 - May 2015

Key Achievements:

- Negotiated contracts with suppliers, securing a 20% reduction in procurement costs.
- Identified emerging trends, informing the development of successful product lines that drove a 15% increase in sales.

Responsibilities:

- Sourced and purchased apparel products, ensuring quality and timely delivery.
- Conducted market research to stay abreast of industry trends and competitor activity.

Apparel Coordinator

StyleHub | August 2009 - February 2012

Key Achievements:

- Assisted in the launch of a new e-commerce platform, resulting in a 50% increase in online sales.

- Developed and maintained relationships with suppliers, ensuring smooth inventory management.

Responsibilities:

- Coordinated product shipments and inventory management.

- Provided support to the buying team in product development and sourcing.

Education

Bachelor of Science in Fashion Merchandising
New York University - Steinhardt School of Culture, Education, and Human Development | May 2009

Technical Skills

Software:

- Microsoft Office (Excel, Word, PowerPoint, Outlook)

Industry Knowledge:

- Apparel

- Retail

- Handloom Fabrics

- Dress Materials