

Yogesh kumar

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To obtain the position of a junior merchandiser in a leading retail agency and get an opportunity to learn the practical applications of the merchandising principles. To get a chance to participate in product development process from conceptualizing to promotion stages.

Work Experience

E-Commerce Manager

Sikkawala India private limited - New Delhi, Delhi

August 2020 to Present

E-Commerce analyst

Jabox Devices pvt Ltd - India

February 2020 to July 2020

Role: Ensured issues were quickly identified, tracked, reported on, and resolved in a timely manner

Applied change management where needed

Monitor daily sales. inventory and generate reports

Assessed and analyzed reports to pinpoint where and how to increase conversion

Provided ongoing analysis to upper management and research cost-effective ways to gather the information needed to compete in the online space in both eCommerce and Social Media

Project managed the delivery of materials to vendors for campaigns while working across multiple internal departments

E-Commerce Executive

Vastra Fusion Enterprise - New Delhi, Delhi

June 2019 to January 2020

Role: Manage and confirm orders on different marketplaces (Amazon, Flipkart, Snapdeal, Paytm, Myntra, Jabong, Limeraod, Shopclues, 2gud,)

Listing of products on online channels

Review and ensure product listings are clear, complete&meet the standards

Develop sales strategy for existing inventory and new product launches

Review competitors and keep track of new products and their pricing

Monitor daily sales. inventory and generate reports

Junior Merchandiser

Biometrical practice india pvt Ltd

May 2017 to May 2019

Role: Work under the supervision of the head merchandiser and perform different promotional activities as per the marketing plan Take an overview of the goods received from the vendor and

choose the ones that are sure to catch attention of customers as display articles Prepare the product promotional strategy with the marketers and make necessary arrangements to implement them Announce schemes, discounts and free gifts, gift vouchers, etc., as a method for promoting sales of the retail outlet Plan special promotional ideas for celebrating special occasions like festivals and days as per the theme Append solution private limited.

Assistant Merchandiser

Append solution Pvt Ltd

July 2015 to April 2017

Role: Responsible to set up the window display and shelf display at the retail outlet as per the instructions given by the seniors Communicated the response of the customers towards the goods to the manufacturers.

Asked them to make changes, if required to improve the demand Communicated with the vendors for placing orders and tracking the movement of the consignment for delivery of goods Utilized the avenues of promotion such as pamphlets, websites, window displays, hoardings, audio - visual advertisements, etc.

Found ways to encourage the loyal customers for buying at the stores by offering them higher discounts and special packages Couponsmall private limited.

Marketing Intern

Couponsmall private limited

August 2013 to February 2015

Role: Gathered the fresh stock of goods and added the price tag and instructions tag to it Sort the clothes as per the fashion essence and forward it to the respective section Arranged the clothes on the racks or in stands within the section allotted to it Rearrange the clothes in the stands that were put on display but not purchased Sent the clothes with defects for repairs or discarded them if they are worn out.

Education

Master's in Arts

University of Delhi - New Delhi, Delhi

May 2016 to May 2018

Bachelor of Arts

University of Delhi

2016

Higher Secondary(12th Pass) in Arts

CBSE - New Delhi, Delhi

March 2010 to May 2012

Skills / IT Skills

- Expert knowledge in marketing principles, sales strategy-making, market research methods and brand development theory
Strong sense of fashion aesthetics and designing techniques that help to present the merchandise in captivating manner
Excellent market research, forecasting and decision making abilities that help to make accurate

preparations for benefiting from future trends

Ability to establish friendly relations with customers and associates by maintaining courteous and helpful conduct at all times

Familiar with the several marketing, promotional and brand development avenues that can be used for improving sales

Computer application (MS Office)

- Microsoft office
- E-commerce