

Mahima Gaur

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PROFESSIONAL SUMMARY

Dynamic professional with a career span of nearly 6 years and Self-motivated, highly professional expertise in Category Management, B2B Sales, Ad sales Account, Management, and Revenue Generation. Confident - successful at increasing monthly revenue using insightful marketing strategies and aggressive product development. Skilled at understanding customer and employee requests and meeting needs. Further success by strengthening and streamlining internal systems and facilitating sales techniques.

EXPERIENCE

Freelancer - Internet Consultant

India

04/2023 - Current

- Monitored product availability and product shortages daily to maintain appropriate stock levels.
- Coordinated regular reports of procurement activity and performance in specific categories, interpreting results and tracking KPIs.
- Contributed to and implemented company procurement strategy for specific category.
- Amended product listings, managing photo edits, webpages, and pricing info.
- Managed expenditures to align with budget, practising economical measures to keep costs low.
- Addressed questions, managed complaints and provided solutions, providing positive and smooth communications to increase customer satisfaction.
- Inspected quality of merchandise to view defects and damages, discarding items for online selling.
- Drafted and generated monthly sales report to track volume of items sold, customer purchases, establishing successful outcomes.

NoBrokerHood - Senior Manager (Contractual)

06/2022 - 11/2022

- Managing the team, and coordination for executing or developing any product
- Forming work plans for the teams,
- Collecting the requirements from the team for improvising or creating new products, Executing new products as per the requirement of the business, Regular meetings with internal stakeholders.
- Analysed customer data to identify opportunities and improve relationships.
- Oversaw budget, accounting and payroll to meet deadlines.

LINKEDIN

<https://www.linkedin.com/in/mahimagaur/>

CORE QUALIFICATIONS

- Account Management Business Strategy
- Promotions planning skills
- Pricing structures knowledge
- Customer demographics understanding
- Campaign development experience
- Sales strategy familiarity
- Market research expertise
- Problem-solving
- Team Management
- Recurring Business Digital/Banner Sale Pricing

EDUCATION

2016

INJ Business School

Greater Noida

PGDM: HR & Marketing

GPA: 7.5

07/2014, 7

Lovely Professional University

BSC: IT

2011

PDM Polytechnic

Bahadurgarh, HR

Diploma: Computer Science Engineering

2010

HSSC

Urbanladder - Assistant Manager

Bangalore

01/2022 - 03/2022

- Coordinating with program and project team, Building and structuring new categories & increased orders by 1.8x, accountability for category success, Maintaining and holding right pricing, analysing and derived Sales, implementing impactful GTM strategy for any new product launch, identifying any operational issues
- Worked with stakeholders and commissioners to develop service specifications in preparation for tender process.
- Negotiated purchase prices at distribution and manufacturer levels to increase profit margins.
- Calculated and set selling pricing, considering sales platform, competitor research and category strategy.

Shopclues.com - Assistant Category Manager

Gurgaon

03/2019 - 12/2021

- Working closely with business stakeholders
- Revenue generation, pricing and Inventory management, Improving existing product, structuring project requirements, market analysis, and understanding challenges
- Coordination internally and externally, Negotiation
- Contributed to and implemented company procurement strategy for specific category.
- Formulated strategic plans for most advantageous outcome based on research findings.
- Generated campaign schedule to increase brand awareness in the App.

Rivigo - Business Analyst

03/2018 - 09/2018

- ATL & BTL Activities, Handling campaigns activities, Creating the campaign reports, CRM & creating Loyalty programs for retail partners, implementation of Marketing Calendar on a monthly basis.

ShopClues - Analyst

Gurgaon

10/2015 - 03/2018

- Maintains margins through adequate boosting, Controlling
- SLA breach, on-boarding sellers, brands closures, category & product hygiene, Business advisory.

NIOS

GPA: .7.9

CERTIFICATIONS

- Fundamental of digital Marketing - Google (2019)

ACHIEVEMENTS/TASKS

Star performer /Brand onboarding,
MOM GMV Achievements/Tasks Best
Performer / Catalog Courses