



AKANKSHA JAIN

BUSINESS HEAD

Results-driven professional with more than 12 years of extensive experience in the E-commerce and Retail industry. Adept at driving revenue growth, enhancing customer satisfaction, and optimizing operational efficiency. Demonstrated expertise in developing and implementing strategic initiatives to achieve business growth objectives. Proven track record of successfully managing diverse teams, fostering a collaborative work environment, and delivering exceptional results. Strong understanding of market trends, consumer behaviour, and competitive landscapes. Seeking new opportunities to leverage my skills and expertise in driving business success in the dynamic retail and e-commerce sector."



Core Competencies

Strategic Planning

B2B, B2C Business & P&L Management

Category Management and Assortment Strategy -Buying / Sourcing/ Planning and Merchandising

Setup New Business- Strategy, Revenue Growth, Sales and Operations- Retail & E-Commerce

Brand Management

Data-Driven decision making

Market analysis and Trend Forecasting

Business Development and Cross functional Collaboration

Sales and Revenue Optimization

Digital Marketing

Multichannel Marketing Campaigns

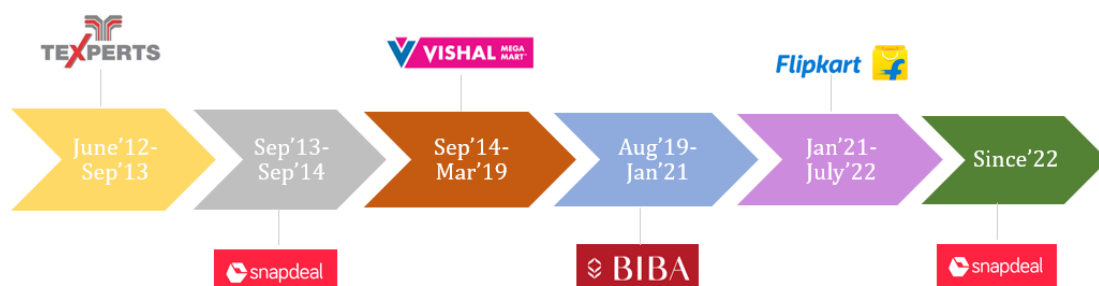


Profile Summary

- With a visionary approach to **digital commerce**, I have spearheaded the development and execution of comprehensive **e-commerce strategies** that align with business objectives. By analysing market trends, consumer behaviour, and competitive landscapes, I strategically position brands to thrive in the digital space.
- Proven ability to identify and pursue **new business opportunities**, build strategic partnerships, and negotiate favourable contracts to expand market share and increase revenue.
- Experience in developing **pricing strategies**, conducting pricing analysis, and **optimizing profit margins** in line with the market pricing so as to maximize revenue and maintain competitiveness.
- Possess in-depth knowledge in **assortment strategy** to design entire product range for Brand, Category for Apparel, Accessories, Lifestyle Product, Footwear, and Beauty.
- Track record of implementing effective **sales strategies**, optimizing product mix, and identifying upselling and cross-selling opportunities to **drive revenue growth** and achieve sales targets.
- Successfully drove **continuous improvements & process transition initiatives**, utilizing category/consumer insights, best practices, effective communication & collaboration with partners to enhance productivity & profitability.
- Skilled at providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and service norms.
- Detail oriented **team manager** with strong organisational skills with ability to handle multiple projects simultaneously with a high degree of accuracy



Career Timeline



Internship

Myntra.com, Bengaluru
Jan'12- May'12

Performed Sale analysis, vendor management and business development.

TATA International Limited (Leather Garment Unit), Dewas
May'11 – Aug'11

Executed (TQM) - Total Quality Management for leather jacket

Pratibha Syntax Pvt. Ltd., Indore
Dec'10 – Jan'11

Enhanced understanding of dyeing and finishing procedure for fibre & fabric

Indira Exports, Indore
Jun'08 – Jul'08

Learnt production procedure of garment from cutting to finishing

BSL Suiting, Bhilwara
Jun'07 – Jul'07

Enhanced understanding of designing and development of suiting and shirting.

Education

2012: Masters of Fashion Technology from National Institute of Fashion Technology, Bangalore with 7.88 CGPA

2009: B.Tech. (Textile Technology) from Shri Vaishnav Institute of Science and Technology (R.G.P.V., Bhopal), M.P. with 69.9%

Work Experience

Since July'22 with Snapdeal, as Associate Director (Business Head- Apparel, Accessories, Footwear)

- Build and maintain **Category P&L of 150Cr** revenue and driving both intake and output margins.
- End to end business management which includes **Business strategy**- Buy, Sell, Margin and Profitability calculation, Assortment strategies -**Marketing, Monetisation, Merchandising, and planning.**
- **Develop Business Plan & strategies** to achieve targeted business volume and regular monitoring & reviewing to ensure these plans being achieved.
- Vendor, Internal and external **stakeholder's management.**
- Leading a team to drive the overall business metrics of **Top line:** Revenue, **Bottom line:** Profitability along with overall targets.
- **New Product development** in alignment with brand architecture via market & competitive research and studying various fashion forecast reports to bring bestselling products and thus get profitability from the same.
- Ensuring key metrics are being maintained, for the brands: **pricing, discounting, gross margin, RGM, contribution margins** etc, for the category: **Inventory health, Pre -order planning, DOH** and buy plan maintenance.
- Formulate & execute periodic Sales Promotion Schemes, **communication strategy** to communicate through Digital platform for targeted marketing to drive business growth.
- Optimizing product listings by utilizing **search engine optimization (SEO)** techniques, conducting keyword research, and crafting compelling product descriptions to improve discoverability and increase conversions.
- **Inventory management** at all level by monitoring stock availability at any point of time and coordinating for order fulfilment processes to ensure timely and accurate delivery for B2B, B2C.

Jan'21 – July'22 with Flipkart Internet Private Limited, as Senior Manager- Business Head

- Managing the overall **P&L** having revenue size of **460 Cr.**
- **Strategic discussion** with Brands on commercial negotiations, product offerings, order management, profitability, Annual plan execution and formation along with Internal and External Stakeholder's management
- Ensuring month on Month **GMV** and **GM% targets** for the category are met, taking pricing and visibility interventions wherever required
- Weekly and monthly **tracking of business metrics** to monitor goals and diving deep where needed to drive continuous improvement
- Build and maintain long-term relationships with Brand partner and derive the strategy to **achieve the business targets** and periodically review performance
- Analysing consumer buying pattern, identifying early trends and predicting future trends and market movement and accordingly devising the strategy for category
- Works very closely with the marketing channel owners to give guidance on marketing efficiency, be the 'go to' person for tactical **online marketing** focus
- Working with Central Merchandising team in developing and executing comprehensive **digital marketing strategies** via **new user acquisition**, P&L Budget campaign, Customer's **LTV**, **Optimising CAC** encompassing various channels such as **SEO, PPC advertising, social media marketing, email marketing, and content marketing.** Skilled in leveraging these channels to increase brand awareness, drive website traffic, and generate leads.

Aug'19 – Jan'21 with Biba Apparels Pvt. Ltd., Gurugram as Senior Manager (E-Commerce Head- Apparel, Accessories, Jewellery, Bags, Perfumes and Footwear)

- Working with the management on setting the strategy direction for **the online commerce business.**

Personal Details

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Date of Birth:

14th June 1987

Languages Known:

English and Hindi

Address:

House No. 2464, Sec. 57, Gurugram-122003

Hobbies

Travelling- Travelled 16 countries and half India and counting...

Cooking: Won Master chef- Inter Company Competition

Reading- Fiction, Autobiography, Thriller

- Owning and **growing the P&L having revenue from 20Cr -100Cr** for all the **marketplace, SOR and outright business** Responsible for the top line and bottom line for the entire category responsible
- Understand **competition** and Identifying opportunities to improve the sales by different drivers (both internal and external) and devising short/long term strategies to stay ahead
- Managing key relationships with external stakeholders and liaising with internal team to ensure the execution
- Analysing the **sales insights and buying pattern** and propose ways to improve sales and customer experience for revenue growth
- Liaisons with **merchandising** team for proper flow of merchandise, operations team for order fulfilment to ensure that business goals are aligned across functions
- Managing activities like speed of **inventory turnover** in the category, negotiations for pricing from vendor, proportions and margin of the product offering and any other special promotions.

Sep'14- Mar'19 with Vishal Megamart Pvt. Ltd., Gurugram as Category Head (Apparels & Accessories- Women & Kids and Home Furnishing and Decor)

- Developed Private label from Scratch to 80CR Business holdings.
- Developing and maintaining merchandise as per department/category, devising strategies and recommending necessary actions in order to maximize sales and profitability
- Formulating and implementing strategic plans across financials (sales, stock, OTB, margins, forward cover store), assortment (brand / option / depth & price points) and sub group level sales, order quantity, allocation, replenishment
- Administering season management across departments / categories including stock balancing, markdown management, stock analysis and stock vs. sales performance
- Identify opportunities. Analyse & build strong Private Labels to address the market needs.
- Devising merchandise plans for the category as per insights from merchandise analytics, customer preference, historical trends and future outlook projected for the business
- Creating pre-season sales and margin plans with the inventory levels; supervising ageing of the inventory and suggesting corrective measures.

Sep'13 – Sep'14 with Snapdeal.com, Delhi as Assistant Manager (Women Western wear)

- Formulated seasonal strategy for the Sellers and developed relevant merchandise for driving top-line sales and achieving profitability.
- Acquired on-boarding and development of top brands to build brand store and catalogue for the website
- Administered cancellation, replenishment, issues, website hygiene and other related key matrix for effective sale and reducing the opportunity loss
- Drove sales and maximized profitability across the product portfolio, devised promotional plans and executed merchandising activities to maximize sales

Jun'12 – Sep'13 with Texperts India Pvt. Ltd., Mumbai as Sr. Executive (Men's Clothing)

- Analysed marketing opportunities in the assigned regions and coordinated with different partners to plan new products
- Developed and maintained relationship with Channel Partners; performed regular analysis of sales and stocks and created sales and financial presentation for the management