

Akanksha Srivastava

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Double Masters in General Management and Luxury Management with experience as an Assistant Manager for a premium men's wear brand in Mumbai and as a Manager at CJ Darcl Logistics post MBA. Expertise in retail management, brand strategy, market research, digital marketing, vendor management, and stakeholder engagement, aiming to provide practical and value-adding solutions to business problems

Education

- 2023 MBA (Indian Institute of Management, Nagpur)
- 2020 Postgraduate Certification in Digital Marketing (MICA) - Specialisation- Branding & Communication
- 2017 Masters in Luxury Goods and Services Management (MIP- Politecnico Di Milano, Milan)
- 2016 BA- Psychology (Sophia College for Women, Mumbai)
- 2013 XII- ISC (Lilavatibai Podar Senior Secondary School, Mumbai)
- 2011 X- ICSE (Maneckji Cooper Education Trust School, Mumbai)

Experience

- **CJ DARCL LOGISTICS, Gurugram- Manager-Business Strategy & Development** Apr '23-Aug '23
 - **Vendor Churn Analysis:** Conducted comprehensive analysis of vendor churn rate, identifying key areas of high churn and implementing effective tracking methodologies to reduce churn rate significantly.
 - **Fleet Partner Development and Retention:** Carried out market research and analysis to identify and onboard potential fleet partners and reestablished relationships with existing partners to ensure long-term collaboration.
 - **PBT Increment Project:** Collaborated closely with external consultants on a project to **increase the PBT for FY'24 by 43%.**
- **RAISSON D'ETRE by Govinda Mehta, Mumbai- Assistant Manager** Feb '18-Jan '21
 - **Order and Production Management Optimisation:** Spearheaded a digitisation project to introduce a CRM software for internal use, that resulted in a marked **improvement in workflow efficiency by 20%.**
 - **Payment Process Re-Engineering:** Improved the efficiency and **reduced the error rate and processing time by 25%** through a transition from a manual billing system to a digital platform.
 - **Partnerships and Contract Negotiations:** **Increased cost-savings** and **expanded the product type offerings** by onboarding accessory brands through successful negotiations with vendors, both existing and new.
 - **Sourcing and Vendor Management:** Coordinated with international suppliers in **Italy and Spain** to ensure the efficient selection, order and import of fabrics and footwear of a **total value of INR 20 lakhs+ annually.**
 - **Visual Merchandising Planner:** Elevated customer engagement with merchandise through strategic optimization of selection, layout, and merchandise display plans.
 - **Social Media Management:** Strategised content on social media that led to an **increase in traffic and followers on Instagram by 56%.**

Internships

- **SHOPALYST, Bangalore- Brand Strategist: D2C Brands** Apr '22-Jun '22
 - **Data Analysis:** Conducted extensive research and analysis on the ad performance of **60+ D2C and digitally native brands** in India, across various digital marketing channels.
 - **Insight Development:** Generated insights pertaining to **key metrics such as CTR, CPM, conversion rate** and other digital marketing metrics to enhance the digital performance of brands.
 - **Opportunity Identification:** **Reduced the ad spend by 10%** and **improved the ROI by 1.5x** by establishing ad performance benchmarks and successfully optimising the key metrics.
- **SALVINI, Milan- Brand Consultant: Luxury Retail** Jul '17-Oct '17
 - **Restructuring Retail Experience:** Evaluated and re-designed the in-store experience to incorporate olfactory marketing techniques, aimed at enhancing the overall customer experience.
 - **Incorporating New Customer Engagement Strategies:** Proposed modifications to the existing services and incorporated new strategies to improve the brand experience which led to **higher customer engagement** and **new customer onboarding.**
 - **Increased Customer Inflow and Retention:** The redesigned service and customer experience **increased the customer footfall in the store by 2X** and **increased the percentage of repeat customers by 7%.**

Projects

- Authored a Case Study on "**Luxury Retail in India**" exploring the market dynamics, challenges, and opportunities encountered while setting up a luxury retail brand in India.
- Developed a "**Go-To-Market Strategy**" for **UpSquad**, a social community platform startup, outlining the roadmap for market entry and growth.

Skills

- **Tools:** Microsoft Office, Google AdWords, Facebook Ads Manager
- **Core Competencies:** Process Optimization, Market Research, Competitor Analysis, GTM strategies, Vendor Management, Data Analysis, Stakeholder Management, Strategic Decision-making, Operations Management, Negotiations, Merchandising, Social Media Management