

# Juhi Chaurasia

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## CAREER OBJECTIVE

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To enhance my working capacities, professional skills, business efficiencies and to serve my Organization in best way with sheer determination and commitment.

## WORK EXPERIENCE

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➤ **Employer:- 1)** Knotting Globe ( Category - Women Apparel , Brand - Navriti)

Designation: - “**Account Manager**”

Date: - May 2016 to till date

**2)** Knotting Globe (Brand - Navriti)

Designation: - “**Merchandiser**”

Date: - June 2015 to April 2016

➤ **Previous Employer:-** Jayanita Exports Pvt. Ltd. (Category – Home Furnishing )

**Website:** - [www.decowindow.in](http://www.decowindow.in)

Designation: - “**Associate Business Developer**”

Date: - May 2014 to May 2015

## ROLES AND RESPONSIBILITIES

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### Primary

1. Responsible for generating targeted sales with all online customer.
2. Responsible for growing business with existing customers.
3. Responsible for generating new customers.
4. Responsible for performing activities to boost sales.
5. Responsible for activities to liquidate dead stock through online channel.

6. Complete responsibility of online channel in including –

Products / Pictures / Content / Stock / Customer / Website Performance / Website Workflow / Photo Shoots

7. Making sure of 100% compliance relating to Knotting Globe procedures.

## **Secondary**

1. Responsible for start business with online channel partner and decided margin accordingly.

2. Responsible for Agreement with all the websites. Make sure all the T&C should be clear between both the parties.

3. Making sure max products are offered to all websites and make sure all catalog should be uploaded on all websites.

4. Responsible for complete inventory of all websites.

5. Creating different- different Discount and Promotional Campaigns with Online Channel Partner to increase traffic on all websites (Like – B1G1, Sponsored, Flash Deal, Lady Night sale, Mega sale, Rush hour ,Ethnic Fest, Big Festival Promo, Mega Sale, Sale under 599, 699, 799,899,999).

6. Making sure all orders are shipped within 24 hrs.

7. Making sure all Inquiries, Issues, complaints relating to customers are solved within 24 hrs.

8. Maintain good relation with Customers as well as Consumers.

9. Responsible for complete customer satisfaction and all customer queries.

10. Make sure all account issue should be solve on time.

11. Maintain good relation with all online channel partner.
12. Follow up with online channel partner to boost sale.
13. Responsible to choose model for photo shoot.
14. Responsible for photo shoot of products and size chart (jpg, pdf format) & make sure image of products should be up to mark.
15. Currently working to Start Company own website [www.mynavriti.com](http://www.mynavriti.com) .
16. Currently responsible to start payment gateway for own website.
17. Responsible to check replenish style.
18. Responsible to order packaging material from online channel partner.
19. Currently handling Amazon, Flipkart, Snapdeal, Myntra, Jabong, Shopatplaces, Limeroad, Mirraw, Voonik, Craftvilla, Homeshop18, Indiarush, Royzez, Infibeam.

## QUALIFICATIONS

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- PGDM in Marketing and Finance
- B.TECH in Electronics and Communication

## EDUCATION

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### PGDM

2012 — 2014

#### JIMS

PGDM in Marketing and Finance with a percentage of 69%.

### B.TECH

2007 — 2011

#### S.I.T. Farah, Mathura

Completed B.Tech in Electronics and Communication under U.P Technical University 64.5%.

**Intermediate (+2)**

2005 — 2007

S.V.M Gorakhpur

Passed intermediate securing a percentage of 65% under UP Board Allahabad.

**Xth Board**

— 2005

S.V.M Gorakhpur

Passed Xth under UP Board Allahabad by securing a percentage of 64%.

## **PROJECTS UNDERTAKEN**

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### **Industrial Project:-Whirlpool India Ltd.**

(May 2013 to July 2013)

"In Depth Study of Whirlpool Product"

- Performing a comparative analysis of various brands of refrigerator.
- Calculating and analyzing MRP, DP and MOP of Whirlpool Refrigerator and its competitors.

### **Academic Project: - Amul India Ltd.**

"Market Strategy and Distribution of Amul"

- Marketing ,Segmenting and promotional Strategies of Amul
- Competitors of Amul
- Distribution Channel of Amul.

### **SPSS Project**

"Report on Various Components and effects on buying behavior of Shampoo"

## **ACADEMIC AND EXTRA CURRICULAR ACTIVITIES**

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- Secured 3<sup>rd</sup> rank in SPSS (Trimester III – PGDM)
- Organized college events and inter college fests.
- Participated in college event "Techmart".

## **INDUSTRIAL VISIT**

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- Hero Motocorp, Dharuhera.
- Whirlpool India Ltd, Faridabad

## **TECHNICAL SKILLS**

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- Window 7, Window 8, XP.
- MS – Office
- SPSS

## **INTERESTS**

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- Indoor & Outdoor Games
- Browsing internet

## **PERSONAL DETAILS**

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- Date of Birth:- 26th August 1991
- Father's Name :- Shri Ram Chandra Chaurasia
- Nationality :- Indian
- Marital Status :- Single
- Languages :- English (R/W/S) , Hindi (R/W/S)

## **REFERENCES**

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References available upon request.