

**Richa Sharma**

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To pursue a challenging career in the area of Business Development, Category Management and Marketing which would help me learn more about the industry & the role and would eventually make me a valuable contributor to the industry

## SUMMARY

- **4 years of experience** in Business Development, Vendor / Brand / Category Management/Marketing, Merchandising, Marketing Campaigns, Category Development and handling P&L in e-commerce and sales
- Currently working as Category Account Manager in Shopclues.com and driving the Health & Beauty category for PAN India. Received the best diligence award from Shopclues Worked with every brand and Importers and distributors from India and not only added new brands but improved the P&L of the category and gave a new dimension to the beauty category. Prior to Marketplace worked for Flipkart.com & handled different areas of E-commerce.
- **2 Awards in 4 Years of work experience. Worked with most of the luxury and premium brands like Davidoff, CK etc. and projects like Luxury Boutique, Contribution Margin improvement plan, and Quality framework for Category, Launch of Premium Store and all the marketing campaigns. Worked with almost all the brands like: Lotus, Avon, Nivea, J&J, HUL, P&G, Marico, Park Avenue etc.**
- Expertise in New Business development, Strategy planning, Marketing, Vendor and brand development and Category planning.

## CORE COMPETENCIES

Business Development

Brand Development & Promotion.

Strategy planning

Public Relations

E-commerce

SaaS

## CORPORATE EXPERIENCE

### 1. Clues Network Private Ltd. ( Shopclues.com)

**Current Designation:** Category Account Manager

**Work Tenure:** (20th December till date)

**Synopsis:** Currently a part of Category and responsible for the P&L of the category. Handling multiple projects and responsibility and key accounts under the divisions like health & beauty, fragrances, Makeup and FMCG. Added more than 200+ new brands on Shopclues and driving the key projects for the category.

#### Job Responsibilities:

- Responsible for driving the P&L and revenue for the category by improving key business metrics, operations and strategies for brands like: P&G, Marico, HUL, Nivea, Lotus, VLCC etc.
- Key account Management and Day-to day marketing planning and project launch.
- To create and execute category plans aligned to marketing strategy to maximize success.
- To source products and services to meet business requirements
- Working on Pricing Models in collaboration with product partners based on the current trends and product's impact.

- Utilizing SaaS and Omniture for interpreting data and analysing them and finally using them for right purposes.
- To bring on-board new brands & to extend the catalogue of existing brands, improving product assortment.
- To identify and quantify the available market opportunity for each brand and product
- To plan and finalize the sales, margin and inventory for the brand and create business plans and roadmaps for them.
- Creating Roadmaps for the category and upcoming campaigns.
- Competitor monitoring / market intelligence on key products, market trends and growth drivers
- Monetization from Brands

**Key Achievements:**

- Awarded 'Diligence Award' from Shopclues.

**2. Flipkart India Private Ltd. (Flipkart.com)**

**Current Designation: Assistant Manager – Business Development (Marketplace)**

**Work Tenure: June 2014– August 2015**

**Synopsis:** Currently a part of Flipkart Marketplace, Handling multiple categories and key accounts under the divisions like health & beauty, fragrances, Makeup and FMCG. Added more than 150+ new brands on Flipkart and more than 100 sellers / vendors on marketplace

**Job Responsibilities:**

- To drive sales in terms of value & volume for respective seller accounts and creating new seller accounts with the help of Salesforce.
- To bring on-board new brands & to extend the catalogue of existing brands.
- Competitor monitoring / market intelligence on key products, key vendors, market trends and growth drivers.
- Responsible for launching & developing new verticals on Marketplace.
- To grow & improve the product assortment of the category
- To improve the regional fulfilment for the category
- To help & guide the Sellers/vendors/Brands to improve the operation metrics and sales
- To drive sales in terms of value & volume on pan India level.
- Creating offers, Deals of the day (DOTDs) and promotion.
- Working on internal projects to help the organization & the category to improve.
- Monetization
- Product listing Ads

**3. B.JAIN Group of Companies (B.Jain Publishers)**

**Designation: Online Marketing Manager**

**Work Tenure: June, 2013 – May, 2014**

**Synopsis:** Solely responsible for Business development of the publishing House. Managing Online Reputation and sales. Worked extensively on the growth and development of E-commerce of the company. Managing relationship with Flipkart, Amazon, Sanpadeal, Infibeam, Shopclues, First cry, babyoye, Om books international, Paytm and many more.

**Job Responsibilities:**

- Developing and implementing new innovations in B.Jain such as CPM, CPV, CPL campaigns so that we can increase the yield (ROI) and the eCPM of the non performing campaigns.
- Responsible for market research on price data, product movement, competition pricing, product bundling, etc.
- Manage the company accounts for direct relationships with the online portals

- Responsible for the stock updates and inventory information
- To drive sales in terms of value & volume
- Responsible for launching & developing new verticals on Marketplace model on different leading portals
- Ideate, planning and executing promotional contests and analysing the results and taking required actions
- Managing relationship with the channel partners (like Flipkart, Amazon etc.), negotiating terms and conditions, revising new contracts and planning sales and promotions.
- Managing social outreach by conducting campaigns on social media platforms
- Planning, developing and executing online and social media strategies and reaching target audience and generating leads.
- Email Marketing, creating newsletters, creating required content for Homeopathy and publishing department of the company.
- Customer Relationship Management and supervising order dispatching.
- New business acquisition by researching various websites and growth opportunities in relevant sectors.
- Handling and Maintaining the order and dispatch. Maintaining the logistics cost.
- Analysing web analytics data and making recommendations to drive traffic and grow user base.

**Key Achievements:**

- Krrish Project for B.Jain: This includes ATL and BTL marketing, Designing social awareness and online distribution. Designing exclusive launch campaigns with Firstcry.com and Baboye.com.
- Providing concepts on B.Jain books APP and contents for new website for Books.
- Corporate Alliance with Future Generali ( A future group venture)

**4. HDFC Bank**

**Designation:** Relationship Manager – Classic Banking

**Work Tenure: May, 2012 – May, 2013**

**Job Responsibilities:**

- Managing and servicing high net worth customers
- Acquiring High net worth customers and maintaining the database
- Meeting targets and cross selling
- Banking operations
- Team Management
- Handling customer queries and issues
- Working on MIS Reports
- Report Generation and filing
- Working on different aspects of banking

### **Key Achievements:**

- Awarded and certified by Zonal Head for meeting targets
- Awarded by the branch manager for performance
- Won regional competition “ KILL BILL” for the branch

### **ACADEMIA**

- PGDM (Marketing & International Business) from IILM GSM ( Greater Noida) 2010-12
- B.Com Honours in Accounting and Finance from Calcutta University 2005-2008
- Senior Secondary from Bidya Bharati School, Kolkata

### **ACCOLADES**

#### **Academics**

- Elected as the Treasurer and group leader of the Finance club-“ Analysts” at IILM GSM
- Received certificate of excellence for summer internship project (included in top 10 reports of the year).

#### **Sports & Cultural activities**

- Conducted events for the club
- Wrote Blogs on finance and launched the first career counsellor : Uncle Sam for college
- Arranged Sponsorship from Café Coffee day

### **PERSONAL DOSSIER**

- **Strengths:** Self-motivated, Adaptable in nature, Quick learner, Creative mind set, Strong will power, Team player, Confident and Ready to go attitude.
- **Date of Birth:** 1<sup>st</sup> January, 1986