

PRIYANKA PANSARI

FASHION AND MARKETING MERCHANDISER



CONTACTS

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ABOUT ME

Dynamic fashion merchandiser and marketing professional with a proven track record of success in driving sales growth and profitability within the fashion industry. Skilled in identifying market trends, creating innovative marketing strategies, and executing effective merchandising campaigns. Strong analytical and organizational skills, with a keen eye for detail and a passion for delivering exceptional customer experiences. Seeking a challenging role in a fast-paced, fashion-forward company to further enhance my skills and contribute to its continued success.

WORK EXPERIENCE

FASHION AND MARKETING MERCHANDISER, SAVITA EXPORTS, GURGAON

Apr 2019 - May 2023

As a Fashion and Marketing Merchandiser with 4 years of experience, I've honed my expertise in the dynamic world of fashion. My role involved curating compelling collections, aligning them with market trends, and understanding customer preferences to optimize product presentation. I've successfully increased sales through strategic marketing campaigns, leveraging various channels like social media and email. My ability to negotiate with suppliers and vendors effectively reduced procurement costs. I also took care to ensure our stores presented an inviting and aesthetically pleasing shopping environment, while also enhancing the appeal of our website. This attention to detail aimed to draw in more customers and encourage them to make purchases with us.

SEO INTERN, IIM SKILLS, DELHI

Sep 2023 - Present

As an SEO Intern at IIM Skills, I had the opportunity to immerse myself in the world of search engine optimization. I actively contributed to optimizing website content, conducted keyword research, and participated in SEO strategy development, gaining valuable insights into enhancing online visibility and driving organic traffic. This internship was a rewarding learning experience that deepened my understanding of SEO practices.

EDUCATION

BACHELOR IN FASHION AND TEXTILE DESIGN, SUSHANT SCHOOL OF DESIGN, GURGAON

2018

DIGITAL MARKETING MASTER COURSE, IIM SKILLS, DELHI

2023

SKILLS

- PHOTOSHOP
- SOCIAL MEDIA MARKETING
- MERCHANDISING STRATEGY
- SEO AND SEM MARKETING
- MARKET RESEARCH
- VISUAL MARCHANDISING

HOBBIES

READING BOOKS, MUSIC, TRAVELLING, PHOTOGRAPHY