

DEEPTI KUMARI

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SUMMARY

Results-oriented business professional with over 6 years of experience in category management and merchandise planning, demonstrating a track record of success in analyzing market trends, developing strategic initiatives, and driving profitable growth. Seeking a challenging opportunity to apply my expertise and make a significant impact within a dynamic organization.

CORE COMPETENCIES

- Market & Trend Analysis
- Marketing strategy & Promotional planning
- Performance Metrics (Gross Margin, CM2)
- Budgeting & Merchandise planning
- E-commerce Management
- Inventory Management & Demand Forecasting
- Vendor & Supply chain Management
- Data Analysis

TECHNICAL SKILLS

- Microsoft Excel
- ERP System (SAP / Netsuite)
- WMS System (Unicommerce)
- CRM System (Contlo, Webengage)
- Google Analytics
- Demand planning tool (Crest)
- E-commerce platform (Shopify / Amazon)
- Communication (MS Teams / Outlook / Asana)

WORK EXPERIENCE

Category Manager & Merchandise Planner , Haus & Kinder

Oct 2021 - Present

- Analyzed market trends and evaluated competitor performance to guide data-driven decisions on product selection, procurement, pricing strategies & launch.
- Developed and implemented strategic category management plans to optimize product assortment and drive sales growth.
- Developed and executed merchandise planning strategies to optimize inventory levels and maximize sales for e-commerce operations.
- Managed e-commerce & q-commerce operations on shopify/ amazon/ firstcry.com/ myntra/ nykaa/ zepto/ swiggy, including cataloguing, website management, digital marketing, and performance analysis to drive online sales growth.
- Collaborated with cross-functional teams to execute promotions and marketing initiatives, increasing category visibility and enhancing customer engagement.
- Negotiated vendor contracts and managed supplier relationships to ensure timely merchandise delivery and align inventory levels with sales forecasts.
- Achieved 3x growth in sales volume for the category under my management in the last financial year (FY 23-24).

Assistant Manager - Buying, Firstcry.com

Mar 2019 - Sept 2021

- Handling : Footwear, apparel, fashion accessory & seasonal wear category.
- Brands : Cutewalk by Babyhug, Mark & mia, Kookie Kids & Babyhug.
- Conducted market research to identify current trends and forecast future demand in order to make strategic purchasing decisions.

- Collaborated with vendors to negotiate pricing, terms, and promotional opportunities to maximize profitability.
- Managed inventory levels and product assortments to ensure optimal stock levels and minimize overstock or stockouts.
- Trained and supervised a team of buying assistants to support brand goals and objectives.
- Built the foundation of SAP-ERP systems to streamline operations and drive growth initiatives.
- Single-handedly managed and grew 100% of China imports business, achieving a 10X growth during the COVID-19 pandemic.

Management Trainee, HomeCentre (Lifestyle International Pvt. Ltd.)

Jun 2018 - Feb 2019

- Supervised 90,000 SKUs, in terms of the top merchandising aspect, in the largest Home Centre store of India
- Managed procurement and delivery functions of merchandising, using the Oracle Business Intelligence software
- Promoted seasonal products and trends to ensure efficient movement of stock.
- Supervised a team of up to 6 employees and monitored adherence to company standard.
- Created 100+ visuals and window displays.
- Maximized inventory turn by 10% and minimized stock out by over 25% in conjunction with the Operations team
- Successfully opened 6 HomeCentre retail outlets across India, implementing strategic visual merchandising to enhance customer experience and drive sales.

INTERNSHIP

Intern, Massimo dutti (Inditex)

Jun 2018 - Feb 2019

- Trained in the workings of the Oracle Point of Sale software used for everyday opening and closing procedures
- Managed 500+ customers and gained, thorough learning experience of direct one-to-one customer interaction , stock replenishment and visual merchandising.

Intern, Zara (Inditex)

Jun 2018 - Feb 2019

- Trained in a store experiencing 1000+ footfall on daily basis, in both the creative and functional aspects of VM
- Initiated the understanding of cross functioning of the VM and Marketing functional domains
- Enhanced overall store appearance by applying careful consideration to product and display locations. Promoted seasonal products and trends to ensure efficient movement of stock.

EDUCATION

Postgraduate Diploma

July 2021 - July 2022

NMIMS global access school for continuing education, Mumbai

- Major in Retail Management, Rank 1

Bachelor's degree

Aug 2015 - Aug 2018

Footwear Design and Development Institute, Noida

- Major in Retail Management & Fashion Merchandising

ADDITIONAL INFORMATION

- **Languages:** English, Hindi.