## Professional Experience

**Organization :** **Godrej & Boyce Mfg. Co. Ltd (7th** Dec.2015 to Till Date)

**Designation :** Assistant Sales Manager **-** Godrej Interio

***Duties****-*

* Achievement of Desire sale & category objectives.
* To conduct local marketing & lead generation events –BTL activities.
* To maintain business hygiene by controlling outstanding not to be beyond 5 days of business.
* Overall realization on non scheme sale to be minimum 98.5%.
* Control & management of operational expenses.
* Maintain customer service standard & Handle customer Complaint.
* Implementation of process as per process BPMS.
* Inventory control & Management-stock not to exceed 30 days of sales.
* Retention & engagement of sales force.
* Per capita productivity.
* Maintain visual merchandising as per VM guidelines.
* Team management and staff training, motivation as per requirement.

**Achievement**

* No. 1 coco store in North Zone, for achievement of highest DS in FY2016-17.
* No.1 coco store in North Zone, for customer centricity.
* 5th rank in allover coco stores, for ATV increment in FY2016-17.
* Best coco store for BTL activities in FY 2016-17.

**Previous work Experience**

**Organization :** **Krishna Pearls & Jewellers (1st** Feb 2012 to 30th Nov.2015)

**Designation :** Store Manager(Terminal-3, IGI Airport, New Delhi)

***Duties****-*

* Monitoring and reviewing store performance on a regular daily, weekly and monthly basis.
* Maximizing sales through effective merchandising and marketing.
* Staff motivation and team management by continuously reviewing and managing team performance.
* Inventory Management.
* Managing staff training requirements.
* Providing in-store experience for customers.
* Driving operational, visual and customer service standards in store.
* Trend analysis and identify current & future customer requirements and make plan accordingly to improve performance.

**Achievement**

* Best performer of the year 2014-15.

**Organization** : **SHOPPER’S STOP LIM ITED**

**Designation** : Customer Care Associate (17thJuly 2008 –31st Jan2012)

***Key responsibilities-***

* Analysis of consumer behaviors & satisfaction.
* First Citizen Enrolment(Loyalty Program)
* To attend the customer queries (CSD) and resolve the issues.
* Inventory management as according to the MBQ and MDQ LEVEL & RTV.

## Professional Qualification

* **Post Graduate Program** in **Retail** **Management** (2007-2009) from **IILM Institute for Higher Education.**
* Six months course on **“Corporate Finesse”** from **Pria Warrick Finishing School**.

## Academic Qualification

* Bachelor of Science from Dr.RML University (UP).
* 10+2 from GIC, Sultanpur, UP in PCB.

## Summer Internship During PGPRM Program

**Company** : **SHOPPER’S STOP LTD.**

**Project Title** : Retail operations (May 2008- June 2008)

**Objective**  : To understand retail operations & Customer satisfaction.

## Live Project

**Company**  : **Big Bazaar, Future Group.**

**Project**  : “Understanding the operations of Big Bazaar at the shop floor level during Sabse Saste3 Din” (25th Jan- 27th Jan, 2008).

**Objective** : To understand the customer need, demand as well the feedback.

**On job Training/Work shop**

* Customer centricity and Business etiquette By Ms Shushila Bahl organized by Godrej & Boyce.
* Leadership and Managerial Excellence by Mr. Udayan Banerjee organized by Godrej & Boyce.

## area of interest

* Retail operation
* Buying & Merchandising

## Project Undertaken during PGPRM Program

* Project to make Assortment plan for winter collection, 2008 in **Buying & Merchandising.**
* Project on Fashion or Fad, Design by **WILL’S LIFESTYLE.**
* Project in Visual Merchandising – VM of **WILL’S LIFESTYLE** in **Shopper’s stop**.

## Computer Intellect

* Basics - MS Office XP (Word, Excel, PowerPoint).
* Software Knowledge- POS, BAAN, INFOR. etc.

## Strength

* Having a flexible attitude and positive approach.

***References*** – Available on request.