

Sharan Puthran

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Professional Summary

Dynamic MBA graduate with hands-on experience in retail operations, promotions, and merchandising. Proven success in store marketing, vendor coordination, CRM, and customer experience. Skilled in campaigns, product launches, market analysis, and team handling. Eager to drive brand growth in a UAE based marketing role.

Professional Experience

Lulu Group International, Ajman, UAE

Dec 2024 – Present

Storekeeper / Assistant to Store In-Charge

- Handle vendor invoices, coordinate deliveries, and inspect product quality and quantity.
- Maintain stock accuracy, manage inter store product transfers using SAP, and handle stock reconciliation.
- Lead manpower scheduling and ensure smooth daily store operations.
- Arrange store vehicles for delivery and internal product transfers.
- Build strong vendor relationships for timely product availability and fulfillment.
- Conduct periodic audits and ensure compliance with store SOPs.
- Conduct stock taking and ensure accurate inventory reporting.
- Coordinate with inventory team and floor staff for seamless operations and better customer service.

Reliance Retail Ltd, Udipi, India

Aug 2023 – Feb 2024

Management Trainee

- Conducted internal marketing campaigns and PR activities to boost footfall by 30%.
- Organized in-store events like fashion shows and customer engagement activities.
- Developed bay mapping and visual layouts for efficient product pick-up by e-commerce teams.
- Supported visual merchandising for new launches and seasonal offers.
- Conducted market analysis to align promotions with local trends and customer preferences.
- Strengthened brand visibility and customer engagement through targeted PR activities.
- Coordinated with marketing teams to implement internal promotions successfully.
- Achieved measurable impact on store branding and customer walk-ins.

Customer Service Executive

Nov 2020 – Feb 2024

- Built strong customer rapport, handled queries, and improved CRM performance.
- Achieved daily sales targets through effective product recommendations and upselling.
- Assisted in customer grievances and provided timely resolutions.
- Supported store operations during peak hours and festive seasons.
- Contributed to store's customer loyalty initiatives and feedback systems.

Kalsank Girija Silks, Udipi, India

Apr 2019 – Nov 2020

Sales Associate

- Advised customers on product selections and provided personalized shopping assistance.
- Supported visual merchandising and product display during festive seasons.
- Cross-sold complementary products, contributing to higher sales value per customer.
- Assisted in daily sales activities and achieved individual sales targets.
- Provided excellent customer service during peak business periods.

Core Competencies

- Retail Marketing & Promotions
- Visual Merchandising & Displays
- Digital Campaigns & Social Media
- Vendor & Inventory Management
- CRM & Customer Engagement
- Team Leadership & Coordination

Education

MBA (Marketing & HR), Mangalore University **2022 – 2024**

Key Learnings: Marketing Mix, Retail Operations & Marketing, Advertisement & Promotions, International Trade & Export, Market Research, Taxation, HRM (Recruitment, Selection, Screening, Payroll).

BBA + Diploma in Aviation & Hospitality, Mangalore University **2019 – 2022**

Key Learnings: Business Strategy, Management Principles, Marketing Basics, Financial Accounting, Organizational Behavior, Human Resources, and **Aviation & Hospitality Management** including airline operations, airport ground services, and customer service excellence.

Certifications

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- **Fundamentals of Digital Marketing** — Google Digital Garage (2024)
Covered SEO, paid advertising, email marketing, analytics, and social media strategy.
 - **Management of New Products and Services** — IIT Kanpur (2023)
Focused on product lifecycle, launch strategies, consumer insights, and innovation management.

Projects & Leadership

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- **Marketing Head – Advaita 2K24:** Led marketing strategy, branding, social media, and promotions for college fest; achieved 30% audience growth.
 - Managed official college social media platforms, driving engagement through creative content, reels, and timely event updates.
 - Designed posters, event backdrops, banners, and digital promotions for college events, ensuring cohesive branding.
 - Handled live social media coverage and post event highlights to maximize visibility and audience reach.
 - Academic project on marketing mix impact on consumer behavior for organic products.
 - Research project on environmental impact on the aviation industry.
 - **Placement Coordinator:** Organized employer meets, career fairs, and placement drives, strengthening industry academia connect.
 - Freelance event photographer for college campaigns, enhancing the visual appeal of institutional promotions.
 - Provided freelance photography and digital marketing services for local businesses to enhance branding and online presence.
 - Generated innovative marketing ideas for businesses, improving customer engagement and visibility.
 - Managed digital platforms for businesses and handled customer feedback and complaints, ensuring timely resolutions.

Digital & Marketing Tools

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| • Canva, Photoshop | • SAP Inventory Systems |
| • Google Ads, SEO Tools | • MS Excel, Word, PowerPoint |
| • CRM & POS Systems | • Visual Merchandising Tools |

Languages, Interests & Status

Languages: English, Hindi, Kannada and Tulu

Interests: Retail Innovation, Photography, Event Management, Social Media Branding, **Helping businesses by providing ideas to boost visibility**

Marital status : Single

Visa Status: Currently on Employee Visa