

FLORANCE MISHRA

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An innovative and competitive marketing professional experienced in high-volume retail & e-commerce business operation. Skilled in implementing promotional campaigns, driving website traffic, increasing CTRs (Click Through Rate) & offer creation. Highly detailed and analytical with ability to plan and execute the work.

PROFESSIONAL EXPERIENCE

Flipkart Internet Pvt. Ltd.

August 2022 – Present

Senior Executive (Marketing & Merchandising)

- Category Management by deep Customer Centricity.
- Interact with customers through Creatives (Flipkart App Store, Category Stores, Brand Stores), Product Pages, Offers & more.
- Develop and execute plans to showcase the right products & communicate right features, price at all platforms using internal tools.
- Take complete ownership of validating the task before making it live on the platform.
- Identify the parameters customers use to make decisions and ensure catalog richness.
- Successfully spearhead campaigns on social media platforms including WhatsApp, Instagram, Telegram, Push Notifications & Mailers.
- Interact with stakeholders effectively & ensure category tasks are executed to the best.
- Creating offers and giving them visibility on the website to increase the CTRs.
- Make Strategies to increase clicks on the category merchandise by improving callouts, images, offers etc.
- Increase organic traffic by effective targeting desired customers to increase conversion for the category.
- Analyzing the result of merchandising efforts.
- Analyzing the performance of contents, data and trying out different ways to improve.

Aditya Birla Fashion & Retail Ltd.

September 2021 – August 2022

Assistant Manager (Management Trainee)

- Successfully managed daily operations of a retail store with over 1cr. monthly revenue.
- Managing budgets and maintaining weekly and monthly reports.
- Mentored, trained & motivated 15+ sales staff.
- Developed and implemented effective training programs to ensure the highest level of customer service.
- Analyzed sales data to identify trends and develop strategies to maximize store sales & profit.
- Tracked inventory and order merchandise & supplies according to the store guidelines to maximize sales and store appearance.
- Awarded for the “Top Performed Omni-store” for overachieving the online store target.
- Oversaw merchandising standards during new product launches.
- Category Contribution Analysis, in-house competitive analysis, Individual target management and reporting.

EDUCATION

Indus Business Academy, Bangalore

2021

PGDM (Marketing & Human Resource Management)

M.P.C Autonomous College, Odisha

2017

BSc (Hons: Chemistry)

SKILLS

- Strategic Planning
- Analytical Skills
- Brand Communication
- Business Development
- Product Marketing
- Social Media Campaigns
- e-Commerce Marketing
- Team Management
- Trend Research
- Retail Operations
- Customer Relationship Management
- Detail Oriented

CERTIFICATIONS

- Lean Six Sigma Green Belt Certified- KPMG India
- CAPSTONE Business Simulation Program

EXTRA CURRICULAR ACTIVITIES

- Volunteered in **NHRD SIP MELA 2020** held in Indus Business Academy
- volunteered at **Blood Donation Camp for BMST 2020** (Bangalore Medical Services Trust Health) organized by Indus Business Academy, Bangalore.
- Volunteered in IBA's National Level Management Fest - **ARCHISH'20**
- Attended **12th International Conference on Corporate Social and Spiritual Responsibility** held at IBA, Bangalore on 20th and 21st September 2019.
- **2nd prize in Table Tennis in Burning bush** and **(Annual Sports) 2019** at Indus Business Academy, Bangalore.