



## Naseem Akhtar

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### JOB OBJECTIVE

**~ Marketing & Promotions/ Footwear and/or fashion merchandising (Retail or Export)/ Quality Control~**

*-Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; aiming for leadership assignments, with a leading organization of repute*

**Location Preference:** Anywhere in India

**Industry Preference:** Footwear, Fashion & Retail, Advertising.

AREAS OF EXPERTISE	PROFILE SUMMARY
<b>BTL Marketing Activities</b>  <b>Merchandise Planning</b> <b>Performance analysis &amp; Stock transfers</b>  <b>Identification of merchandise for price increments, discounts etc.</b>  <b>Vendor/Supplier Development</b> <b>Material Selection &amp; Sourcing</b> <b>Quality Management</b> <b>Communication with buyers</b> <b>Graphic Illustrations</b>	<ul style="list-style-type: none"><li>• MBA from Aligarh Muslim University with Specialization in Marketing.</li><li>• Developing BTL Retail Marketing activities.</li><li>• Assisted the advertisement &amp; Promotional team in the creativity of the promotional activities for the sub-branding and other advertisement/promotions, Signage, etc.</li><li>• Co-ordination with sales team.</li><li>• Product line selection, Pricing, merchandise planning, buying and sourcing.</li><li>• Proper merchandise planning, Systematic maintenance and selection of products as well as maintenance of records for vendors, and standardization of Logo &amp; Branding.</li><li>• Merchandise seasonal planning and allocation to different stores as per grade of stores as well as franchisees.</li><li>• Vendor development &amp; Negotiations with vendors. Material selection &amp; Quality management</li><li>• Gained knowledge of Material Consumption, Allowance and Costing.</li><li>• Knowledge of Maintaining Inventory of raw material, Semi-finished components and finished goods.</li></ul>

### ORGANIZATIONAL EXPERIENCE

**Aug'14 - July'15**

**Tanushka Impex Private Limited, Kolkata as Manager (Planning & Productions)**

#### Role:

- Interacted with buyers and their representatives for various product development, specification, modification and orders.
- Communication with suppliers and inventory/stock keepers for the availability, requirements and consumption of materials.
- Accountable for:
  - Material standard costing, consumption and requirement order for productions.
  - Controlling the material consumption and wastages.
  - Technical assistance to sample developer and new designs and sample development
  - Logo, Barcoding and other computer associated works.

Involved in the designing of In-house sub brands, logo designing, trademark registration application theme, layout and packaging designing including shoe box.

#### Highlights:

- Introduced three Sub-brands 'FASTEP' for Sports, 'FUNBERRY' for Kids and 'WINDSTEP' for Comfort footwear to Tanushka International & Suvas Industries of Tanushka group.
- Implemented several measures to control the wastage of material by proper control and material handling & application training to workers.
- Maintained the Material consumption sheets and Inventory on MS Excel in absence of any ERP.
- Introduced and forecasted several design ideas and developed the samples for buyers.

**Dec'12 - July'14**

**Ajanta Footcare (INDIA) Pvt. Ltd., Kolkata as Designer cum Merchandiser**

**Role:**

- Interacted with Vendors and Manufacturers.
- Accountable for:
  - Sample approvals and Selection to product line.
  - Negotiations and Quality management.
  - Promotional activities and In-store visuals.
  - Identification of merchandise for price increment, discounts etc.
  - In-house product forecasting and ordering.
  - Co-ordination with sales team.
  - Product feedback analysis from sales department.

**Highlights:**

- Product Selection and review as well as seasonal planning for Festive, winters and summer seasons.
- Standardization and strict maintenance of Logo, Branding and Quality.
- Assisting & Reporting to AGM (Commercials).

**CONSULTING PROJECT**

**Sept'16** Website development, Ecommerce listing, Online Promotion & Sales of In-house Brands by Tanushka group, Kolkata.

**INTERNSHIPS, TRAINING & CERTIFICATION**

**June-July'16** 6 weeks Internship in Marketing function at Reliance Footprint, Bangalore.  
**Oct'13** 10 days EDP (Entrepreneurship Development Program) training at MSME, Kolkata.  
**July'12** 2 Weeks Industrial training in R&D at Shoe division, Superhouse Limited, Unnao  
2 Weeks Industrial training in quality control at Shoe division, Superhouse Limited, Unnao

**KNOWLEDGE PURVIEW**

- Possess sound knowledge of:
  - Footwear material foundations & product knowledge including various designs, components and construction.
  - Footwear Designing, development, sampling, productions, planning, buying and merchandising.
  - Retail merchandising & Marketing Activities including BTL activities.

**Other Skills**

- Knowledge of working on Microsoft office applications such as MS-word, MS-excel, MS –PowerPoint, Outlook etc
- Efficient in Graphics designing and illustration using Corel and Adobe Applications such as Corel Draw, Adobe illustrator, Adobe Photoshop etc.

**ACADEMIC DETAILS**

2017 MBA (Marketing) including Retail Marketing, Advertising management as major subjects from Aligarh Muslim University.  
2013 Diploma & B.Sc. (Dual Certification) in Footwear Technology, specialized in Merchandising & Marketing at Footwear Design & Development Institute (Ministry of Commerce & Industry, Govt. of India) in MoU with IGNOU.  
2010 Class XII from Vanijya Inter College, Muzaffarpur, affiliated with BSEB.  
2008 AISSE (Class X) from D.A.V. Public School, Muzaffarpur affiliated with CBSE.

**PERSONAL DETAILS**

Date of Birth: 22<sup>nd</sup> June 1992  
Languages Known: English, Hindi, Bengali, and Urdu  
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