Kumari Swati

***Mobile:*** *+91- 7044206721*

***Email-*** swati.mishra675@gmail.com

***CAREER OBJECTIVE- To Work In An Organization Providing a Challenging Work Environment and be able to Rise a Position Of Responsibility & Contributing to the Organization’s Growth.*** ***To strive for excellence to work in such an environment that will enhance my knowledge and career, where I can perform my management skills according to my calibre and efficiency.***

***PROFILE SYNOPSIS***

* *Smart, Dynamic & Talented to Play a Positive Role in a Challenging Environment.*
* *Result Oriented Professional Possessing More than 2 Years Of Experience In Career.*
* *Good Communicator with Excellent Presentation, Interpersonal, Analytical, Research Abilities, Building & Motivation Skills.*
* ***Strong Analytical Abilities with adeptness in maximizing man/machine & material utilization, maintaining healthy project cash flow, achieving targeted revenue figures and implementing process flow.***
* An effective manager with the skills necessary to direct, train, and motivate staff to its fullest potential

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***Academics***

* PGDM with specialization in Finance/Marketing from Xavier Institute of Social Service, Ranchi.

(April 2014-70%)

* Bachelor in Commerce (Accounts Hons.), GN College, Dhanbad. (August 2011 – 68% )
* Senior Secondary in Commerce from De-Nobili School, Dhanbad.( May 2008 - 81% )
* Matriculation from Mount Carmel Digwadih, Dhanbad.

(May 2006– 70%)

***Technical Skills***

* Diploma in IT
* MS Word, MS Excel, MS PowerPoint, MS Access, WEB Browsing, Adobe Photoshop
* Attended a training on Selling Skills

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***Internship***

* Summer Internship in Socio Economic Caste Census Dhanbad: 2 Months.
* Summer Internship in Religare Securities Limited Kolkata: 2 Months.

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***Organizational Experience***

***Name Of the Company . Snapdeal (Jasper Infotech Pvt. Ltd.)***

***Designation Key Accounts Manager***

***Duration May’15 – Present***

***Roles & Responsibilities***

**Lead the Fashion super-category (Kid’s Fashion, Men’s Fashion, Women’s Fashion): team of 7 Key Account Managers, cumulatively handling 250+ vendor partners majorly spread across 4 states (West Bengal, Orissa, Jharkhand and Chattisgarh) of East India**

* Average monthly business footprint of Rs 3cr
* Face of the organization for the vendor partners, majorly responsible for:

- Sellers’ promotional campaigns, conflict resolution and inventory management.  
 - Gross Merchandise Value growth and driving assortment on the marketplace  
 - Seller de-concentration (through monthly 1lac GMV sellers)  
 - *Improve seller visibility and Branding on website/app through mailers, banners, web page design to improve sales*  
 - CPS (Contact per suborder) and NPS (Net Promoter Score) – seller experience indices

**Key Highlights**

**-*Trimester 1 (May’15- Jul’15)***

* 115% target achievement for assortment addition in Women’s Ethnic Wear sub-category; Regional contribution up by 3pp to 9% in Kid’s Clothing
* Initiated on-boarding of Tier-1 brands in the region- Anjali jewelers, Khadim’s, Zink London, Manjusha (WB Handicrafts), Disney

**-*Trimester 2 (Aug’15- Nov’15)***

* 3 sellers in Kid’s Fashion and 1 seller in Women’s Fashion grew into top 10 nationally in Oct-Nov
* 36% GSV growth, 2nd across all fashion super-category account heads
* Rank 2 in the country in terms of seller engagement-78% conversion
* Formulated and streamlined process for seller CPS reduction which was implemented across East and West vendor base

**-*Trimester 3 (Dec’15- Mar’16)***

* 2nd highest cumulative retention in the country for seller de-concentration- Feb-88%, Mar-91% with 43% growth (Jan vs Dec) in 1 lakh sellers
* Highest NPS score (66%) nationally across all super categories
* Project Fortuna- Inventory management and range addition(National Rank 3); Project Panel usage- Seller interface usage analysis(National Rank 5)

Consistently among the top 5 AHs in the country across the trimester, according to the internal ranking system

***Projects Undertaken:***

* ***Fortuna***
* ***Lens***
* ***External Pricing Index***
* ***Seller Density***

***Areas of Expertise:***

* ***Client Retention***
* ***Relationship Management***
* ***Revenue Growth***
* ***Sales Management***
* ***Vendor Management***

***Organizational Experience***

***Name Of the Company . Pantaloons Fashion Retail(Aditya Birla Group)***

***Designation Department Manager***

***Duration May ’14- April ‘15***

***Roles & Responsibilities***

* Working with Aditya Birla Group (Pantaloons Fashion & Retail Ltd.) as Department Manager.
* Managing and motivating a team to increase sales and ensure efficiency;
* managing stock levels and making key decisions about stock control;
* analyzing sales figures and forecasting future sales ;
* analyzing and interpreting trends to facilitate planning;
* ensuring standards for quality, customer service and health and safety are met;
* organizing special promotions, displays and events;
* check and curtail pilferages
* Manage performance, discipline or dismissal issues in collaboration with the Store HR & Store Manager.
* Monitor and motivate staff success and coached them to help them achieve company expectations which will contribute to a positive team environment in the store
* Empower the staff to use the best practices in managing all Customer Service issue
* Reorders of stocks for stock replenishment by analyzing sales reports through system Communicate and follow up on business needs and potential actions to the Head Office in order to reach the achievement of Key Performance Indicators.
* Responsible for maintaining the Profitability of the Dept. by delivering Topline sales & Bottomline margin
* Preparation of MIS reports, DSR reports and analytical reports.
* Conducting ratio analysis for the category for identifying the gaps

Calculating stock cover, sell-thru, STS for defining the bottom-line of the department

SOP Exe:

* Aligning the store as per the SOP and Commercial process of the company
* Controlling the shrinkage of the store
* Overseeing the overall operational activities of the store
* Auditing all the co lateral function of the store
* Observing all admin and maintenance related function  to store
* Building the new bench mark of store in service parameter

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***Achievements***

* Winner of Intra College Debate Competition 2012, awarded the best Debater of the Institute with appreciation and certificate.
* Achieved certification on different subjects through KAM assessment tests powered by Snapdeal Academy
* Participated in various street plays for rural awareness during my MBA at XISS
* Was a member of organizing committee in Panache fest organized by XISS, Ranchi
* Participated in "Youth Parliament" as Deputy chairman of the parliamentary committee on empowerment of women" - conducted by BIT Mesra, Ranchi (Feb 2013)
* **Opened Entrepreneur Cell club** during my Graduation period which was partially successful
* Karate champion during academic period

***Strengths***

* ***Good Communication Skill.***
* ***Smart, Dynamic & Challenging to play a Positive Role In a Challenging Environment.***
* ***Positive attitude, Sincere & Hardworking.***
* ***Comprehensive problem solving abilities.***
* ***Good Leadership Skills.***
* ***Goal Oriented***
* ***Creative & Innovative***
* ***Team working Spirit with a Problem Solver attitude***

***Personal Dossier***

***Date of Birth 23/06/1990***

***Father’s Name Mr. Pradeep Kumar Mishra***

***Nationality Indian***

***Religion Hindu***

***Sex Female***

***Linguistic Proficiency English, Hindi, Bengali & Maithili***