**First Name of Application CV No:** **1652400**

Whatsapp Mobile: +971504753686



Seeking a challenging and rewarding opportunity in line with my work experience and which effectively utilizes my analytical and technical skills.



**SUMMARY**

* Competent individual with career span of **5.5+ years** predominantly in steering business development, sales & marketing, Customer Satisfaction and support across the domain of Cosmetics and Beauty & Fashion industry, was spearheading as Zone Manager and Trainer with Avon New York.
* Capable of handling a wide range of assignments ranging from Business Development, Mall Activations, Training, Coaching and Mentoring Beauty and Fashion Advisors, Brand Management, PR, MarketResearch and complete range of Marketing & Operational activities with the help of Head Office Team.
* An all-rounder intellect blending leadership skills with sound business practices to achieve turn around growth and position organization for long-term profitability; expert in creating sophisticated sales model while heading Sales and catapulting them to Profitable Business Ventures.
* Self-starter with proven expertise to set up sales operations, with excellent track record of driving business profitably.
* Assisted Regional Manager to monitor MIS analytics based on actual sales, sales forecasts, inventory checks, forth coming events, replenishment needs etc.
* Ensured effectiveness during low sales months across territories (stock balancing, stock analysis, stock vs. sales performance)
* Manage and support recruitment of Beauty Advisors:  
  Ensured skill development and effective training of brand staff (BFAs).
* Ensured effective and unique display of beauty products with various themes to attract customers.

**Core Competencies:**

* Sales Planning/ Execution , Relationship Management , Team Management Time Management , Training, Coaching and Development, Project Management, Continuous Learning, Research and Analysis, Commitment to Quality work, Product Demonstration skills, Skin Testing skills using Machine, Account and Territory Management, Excellent listening skills, Customer Satisfaction, Effective Negotiator.

**Work History :**

Avon New York, Mumbai.

Duration: February 2010 to Oct 2015.

Designation: Zone Managerand Trainer.

* Managed the day-to-day tactical and long-term strategic activities within the business.
* Handling the Sales and Business development of assigned complete western suburbs of Mumbai. Exceeded quarterly goals by 15-20% above the targets.
* Generating business through Beauty Advisors, Distributors and Individual Representatives and leaders who deals in fashion accessories, cosmetics, Handbags and sunglasses, Skincare, personal care, Perfumes, etc.
* Executed leadership and functional training interventions aligned to business and people needs.
* Learned cross- functional initiative to achieve a successful launch of new products in the market with the help of Head-office team.
* Creating Awareness about Avon as a Brand in the Market by conducting Mall Activations and Events with the help of Head-office team.
* Tracking performance of BFA's & Distributors, identifying productivity limiting gaps and supporting with corrective actions through training and development.
* Coordinating with various internal teams for quick resolutions of hurdles impacting sales and business.
* Educating and Providing Trainings to BFA's and Distributors to enable reach their targets.
* Conducted &Prepared monthly and quarterly review reports, returns, Promotions, looking at trends in the business, reviewmarketing initiatives and incentives, and determine strategies to maximize opportunities.
* Managed the highest volume accounts in assigned territory.
* Maximized revenues in several programs by implementing creative sales training techniques.
* Spearheaded expansions and development initiatives in Mumbai(Western Suburbs),MP( Indore, Bhopal& Jabalpur) for sales promotion of Avon Beauty Products India.
* Providing guidelines, reviewing activities for effective and inspirational leadership to a sales team. Extending regular On the Job training. (Product knowledge/Selling skills etc.), personal counseling, motivation and suitable incentives to achieve set targets**.**
* Increase brand visibility and generate queries and leads while conducting promotional activities within given budget and time frame with the help of subordinates.
* Pursued all website inquiries in specific territories to increase potential customer base.
* Launched new training programs to drive continuous profitability improvements.

**EXTRA CURRICULAR Participation**

* Developed skills in Induction Program on Success Skills and Business Etiquettes conducted by Mr. Minocher Patel. ( Founder Director Ecole Solitaire)
* Successfully participated in a 250-hour comprehensive performance-based Leadership Development Programme by Stratecent Consulting.
* Successfully completed TTT 1st Phase (Train-The-Trainer) Program with Avon and PATD (Prospecting, Appointment, Training and Development) Modules and Skincare and advance Make up Modules by Delhi based Celebrity Make-up Artist

**ACCOMPLISHMENTS**

* Being recognized as the milestone for others in the company and was declared as a winner for step to success in Avon India 2012.
* Awarded as No.1 Zone Manager in Average Representative Sales all over India in 2010.
* Received Rainbow Award for contributing towards sales in 2011.

**EDUCATIONAL CREDENTIALS**

**POST GRADUATE PROGRAM IN MANAGEMENT, MARKETING & IB 2010**

Indira School of Career Studies, Pune.

**BACHELOR OF BUSINESS MANAGEMENT 2008**

Bangalore University.

**Technical Skills**

Ms Office, Internet Application, SEO, Photoshop Skills.



**Date of Birth: 27th August 1986.**

**Marital Status: Married.**

**Languages Known: English, Hindi, and Bengali.**