# ../Desktop/image.pngSmrithi

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# Profile Summary

* Innate leader with good communication, coordination skills and the ability to work in ever changing landscape.
* An adept retail management professional from Birla Institute of Management Technology
* A proficient IT engineer with comprehensive exposure to core areas of computer science and strong understanding of communication engineering

# Objective

# To build upon my retailing skill sets in a dynamic organization that gives me opportunities to evolve by contributing to continued growth and success of it

# Work Experience

### Jan 2017- Till Date

**MRS PACKAGING LIMITED**

**Assistant Purchasing Manager**

**Responsibilities**

* Handling the complete procurement process of MRS packaging limited, a leader in providing highest quality concession and catering equipment, food supplies, disposable packaging products to food and beverage industry in the middle east, Asia and Africa.
* Demand planning to ensure right availability of products based on forecasting techniques and by considering demand volatility.
* Managing lower inventory value and having high inventory turns.
* Using ERP system (NETSUITE) to optimize supply chain process.
* Cost optimization.
* Negotiating with various suppliers from U.S, Europe and Asia.
* Coordinating with logistics department for smooth import process.
* Monitoring the performance of critical products on day to day basis

### July 2016-Dec 2016

**Homecentre, Landmark Group**

**Trainee Store Manager**

**Responsibilities**

* Maximize the sales of furniture/household department(s) by effective leadership, support and guidance to supervisors, sales associates and other stakeholders
* Analyzing retail metrics including ATV, basket size, conversion, sales/sq. feet and LFL
* Ensure accurate stock merchandise and management of stock, space, stock-loss, ageing items within the store
* Monitor and continuously seek to understand commercial environment, local trading patterns, competitor activity and market trends in retail sector
* Maintain high standards of visual appearance throughout the store inclusive of non-retailing areas
* Understanding stock-take procedures and participate in half-yearly stock audits

**Accomplishments**

* Created an evaluation matrix for Homecentre’s reward and recognition program
* Formulated and implemented customer engagement activities that included product demo, on-spot events for various occasions
* Standardized back store process which included asset tracking of products.

**Industry Academia Interface**

### April 2015-July 2015

**ECOM Express**

**Intern**

**Responsibilities**

* To study and understand complete operations of ECOM Express; a 4 year old company which provides dedicated logistics services for booming ecommerce industry in India
* Standardizing the process pan India to increase operational efficiency and maintain service quality

**Accomplishments**

* Increased operational efficiency lead to improved service quality and prevented losses
* Developed a process manual titled “A small step before giant leap” which was also incorporated into training cell as a substitute for intense training program
* Received the coveted accolade “**Gladiator Award**” for performing beyond expectations from senior management of ECOM Express

**Nov 2014-Dec 2014**

**Reliance Trends**

**Responsibilities**

* Analyzed feedbacks of over 200 customers to accelerate the retail metrics and provide customer delight

**Accomplishment(s)**

* A proposal to increase the range and assortments had been submitted to store management as customer responses indicated absence of same

**July 2013-July 2013**

**DSM Soft**

**Responsibility**

* To strategize concepts for increasing customer engagement levels with their website through search engine optimization and developed a cost effective proposal for implementing digital marketing tools to generate sales

**Academic Credentials**

**June 2014- March 2016**

**PGDM-Retail Management**

**Birla Institute of Management of Technology, India**

* Completed post-graduation program with a **CGPA of 8.87** and was recipient of prestigious **Pujya Shri G.D Birla Scholarship for Academic Excellence**
* Being a go-getter, got selected as a class representative for retail management group; created a liaison between college management and students for speedy solving of concerns
* An active member in **Retailia**, a forum for sharing ameliorations in retails sector were discussed and various industry experts were invited to address students
* Being an Executive Manager for Alumni Conduit, I was responsible for establishing nexus with 2500 alumni and was instrumental in launching an annual event for alumni christened as “**Reflections**”

### Jan 2015-April 2015

**Semester Abroad Program**

**Kedge Business School, France**

* Was selected for student exchange program to Bordeaux, France and had been exposed to international brands and their retail operations
* Comprehensive hands on experience was instrumental in being a catalyst towards developing insights on luxury retailing
* The academic sessions were very pragmatic and comprehensive which taught **process oriented approach**

**Aug 2010-April 2014**

**Bachelor of Engineering- Information Technology**

**Saranathan College of Engineering, Anna University, Trichy**

* Completed internship at CNN News 18 (formerly CNN-IBN) where I had to understand broadcasting network and work with system maintenance team managing daily operations
* Participated in Rotary Youth Leadership Awards’10 conclave held at Pondicherry which primarily focused on developing interpersonal and communication skills