**Curriculum Vitae**

### Babina

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### Career Objective:

Intend to build a career with committed & dedicated people, willing to work as a key player in challenging & creative environment & give my maximum efforts to the organization for its progress.

### Work experience:

Current Role: Key Account Manager – Business Relationship & Replenishment at Trident Limited - Oct, 2014 to present.

**Trident** is a USD 1 Billion Group with interests in Home Textiles, Paper & Chemicals. It serves most of the big retailers across the world such as Walmart, Sam’s, Target, JC Penny, IKEA, H& M etc. Business Relationship & Replenishment is a department focusing on increasing share of business from existing customers bymaking service a key differentiator.

**Job Responsibilties:**

* Handling major US Accounts Walmart Stores Inc, Costco, Ross Stores, Shopko, Grupo Casabella Textiles, Lord & Taylor, Cost Plus, Home Source International & Hudson Bay (Canada).
* Focusing on growing & developing existing clients, together with generating new business.
* Business Development by acquiring new customers or increasing business with existing customer.
* Responding to issues such as service inquiries, problem resolution, and retaining accounts.
* Handling customer escalations and all customer relations issues.
* Writing reports and business correspondence.
* Prepare various reports surrounding the metrics of the sales department: quarterly sales results, annual forecasts and account status reports.

**Projects :**

Reducing delivery Lead time by half for major replenishment accounts:

* Analyze & improve procurement lead times- evaluating Projectons & Vendor Managed Inventory.
* Reduce production lead time-evaluate more from stock rotation & production planning changes.

Project to reduce Smaple development time- *A bottleneck in business development.*

* Map current sampling request from request, IT setup,sourcing, production to dispatch
* Measure historical performance, lead times & inventory carrying costs.
* Implemet changes as per findings.

### Academic Qualification:

* MBA-International Business from USOL, Panjab University, Chandigarh with 65%.
* Bachelor of Business Administration from DAV College, Chandigarh with 65%.
* Senior Secondary from C.B.S.E. with 81%.
* Higher Secondary from C.B.S.E with 70%

Project Study on Consumer preferences for chocolates:

Survey on Cadbury Vs Nestle: Market Research , study on Company’s strategies & Corporate social responsibility of Cadbury & Nestle to know the preferenes & tastes of the Consumer.

**Key Skills & competencies:**

Account Management

* Maximizing brand exposure.
* Knowledge of SAP ERP Production ECC 4.7 & ERP 6.00.
* Experience in working across functions to improve customer service.
* Good Communication and Interpersonal Skills.
* Able to manage time and projects effectively.
* Time management
* Knowledge of Microsoft Office including Word, Excel, PowerPoint.

Personal

* Dedicated and persistent to work.
* Logical thinking and positive approach.

**Linguistic Proficiency**

English, Hindi & Punjabi

### Personal details :

D.O.B : 18.01.1989

Nationality : Indian

Marital status : Married

Sex : Female

Declaration:

I hereby declare that above mentioned details are true to best of my knowledge.