**Lavanya**

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**E-Mail:** [Lavanya.338709@2freemail.com](mailto:Lavanya.338709@2freemail.com)

**Sales & Operations Manager, Procurement Manager – Sales & Presales Management, Procurement Management, PMO Operations**

*Endowed with strong business acumen and a superior track record of delivering large scale*

*Sales, Pre-sales & PMO operations on retail chain network on time and within budgets*

**CAREER OBJECTIVE & PROFILE SUMMARY**

To work in a challenging and dynamic environment and to keep adding value to the organization, which I represent and serve, and to myself, while concurrently upgrading my skills and knowledge. I would welcome opportunity to consolidate and expand this quest for knowledge and in the process develop methods and solution resulting in improved, efficient and effective work process.

* Sales, Pre-sales and Marketing Manager with 14+ years of experience with specialization in Sales, pre-sales Management and worked with major retail chain companies.
* Expertise in Procurement Management – having vast experience in PMO areas and catered the need of retail organizations.
* Expertise in Product Marketing – Having experience in executing with different retail chain partners and responsible & accountable for handling massive operations.
* Expertise in Graphical designing – worked with Photoshop, coreldraw as part of pre-sales activities.
* Having knowledge in SAP basics, FoxPro and MS Office tools.

**AREAS OF EXPERTISE**

- Sales Management - Pre-Sales Management - Marketing Products

- PMO Activities - Operations Management - Service offering

- Retail Chain Management - Graphical Designs, MIS Reports - MS Office Products

**EMPLOYMENT DETAILS**

**Econ Appliances Private Limited, Bangalore as Assistant Manager since Aug’14**

**Roles & Responsibilities:**

* Single point of contact who managed entire purchase & sales, effective handling of pre-sales, sales.
* Very Proactive, aligned Co-ordination with vendors as Modern Retail Reliance Fresh & Hyper city Mall
* Frequent follow-ups with Sales order, trading and managing the work flow end to end.
* As part of pre-sales, responsible for demo, preparing Quotation, purchasing the quality products
* Very effective on Customer Payment Follow-up, handling multiple vendors to have the things verified towards payment. Acted as POC for all payment related queries.
* Troubleshooting things with sales & purchase order, Office Maintenance & people management, Handling Cash inflow/outflow, responsible of creating day to day reports.

**Shinag Allied Enterprises as Marketing Manager Jan’12 to Jul’14**

**Roles & Responsibilities:**

* Co-ordination with All Modern Retail vendors Like Reliance Fresh, Big Bazaar, Max hypermarkets, Total, Spencer, Tesco, Metro Cash & Carry and D-mart Mall in order to meet the marketing strategy and constant follow-up with Vendors.
* Consistent enough in following the Sales order, responsible for Sort outing Barcode issues & authorize things.
* Quoting the Prices for the product for reasonable & profitable sales
* Highly motivated towards deliveries, committed to make on-time delivery with various vendors.
* Dispatches co-ordination with all transporter and following up for the GRN Copy and Payments
* Responsible of troubleshooting things with related to products which are coalescing with other products/vendors.
* Responsible to provide customer support to the core covering all over India.
* Responsible of day-to-day reporting, providing HIGH level picture to Management.

**Bharath Glass & Crockery as Warehouse In-house In Charge Jan’11 to Jan’12**

**Roles & Responsibilities:**

* Responsible for overall dispatching, verifying all incoming materials / goods.
* Controller & room in charge of stocks delivered, effective handling of goods/stocks.
* Responsible for getting adequate Manpower, Transportation convergence & taking care of the scheduling.
* Managing the overall inventory controls (what stock-in & stock-out)
* Worked as supervisor and responsible of outstation packages.
* Worked as Facility Manager – responsible of entire facilitation on the floor.

**Namoo Impex as Assistant Manager - Operations Mar’09 to Dec’10**

**Roles & Responsibilities:**

* Product Purchase, Releasing P.O’s and Billing S.O’s.
* Worked as Analyst for daily sales & responsible for Monitoring.
* Overall inventory management – responsible of complete inventory.
* Co-orienting With Vendors Regarding Sales and Purchase Orders & Customer Service.
* Store operations - Trouble shooting, resolving conflicts happening between different parties.
* Generating Weekly, Monthly, Quarterly and Yearly MIS Reports, sharing on time status to Management.
* Checking MRP and Costing for all the vendors and effective co-ordination with Vendors.

**Pantaloon Food Product India Private Limited as GMS & MIS Executive – Operations Apr’08 to Feb’09**

**Roles & Responsibilities:**

* Responsible for purchase orders
* Generating MIS Reports for various frequencies and sharing with Management.
* Presentation to the Management by giving the demo with high accurate data.
* Responsible for data management, data analysis.
* Responsible for daily sales analysis, making the TREND report and advise viable options to management.
* Collecting Data from All the Departments of Stores on regular Basis. Preparing & Analyzing the Data and making MIS Deviation in Data’s & Reporting to Management.
* Daily Receiving & Sending Email & Operation of Internet.
* Submit Monthly/ Quarterly/ Yearly MIS to management/ Senior Directors of company.

**Pantaloon Retails India Ltd as Data Entry Operator, Purchase Executive Jul’06 to Mar’08**

**Roles & Responsibilities:**

* Raising Purchase Order using SAP, responsible for managing the overall systems with respect to sales.
* Generating Stock reports All 23 Stores, POC for managing 23 stores reports.
* Printing Barcodes, interacting with Vendors.
* Managing Daily sales, Weekly sales & Monthly Reports.
* Maintaining All MIS reports and sharing to management on need basis as required.
* MIS for Sales/ Excise reports taken from SAP.
* Generating MIS Reports.

**Kodak India Limited as Sales Promoter Aug’05 to Jul’06**

**Roles & Responsibilities:**

* Selling Kodak Accessories as Sales Promoter.
* To coordinate with all the service centers worldwide and consolidation of reports for all service Deliverables, fault analysis and root cause analysis.
* After sales servicing of photo copiers (Digital, analog, Hi-end and low end).
* Generating of performance report of individual territory (basic service parameters) weekly and monthly.
* As a work group coordinator, responsible for the overall performance of the group. Presenting the report monthly.
* Overall responsible for planning and achieving targeted production for each shift.

**Sparsha Online Private Limited as Marketing Leader Jan’03 to Jul’05**

**Roles & Responsibilities:**

* Running the sales and marketing operations & accountable for increasing sales growth and driving sales initiatives at existing accounts and creating new accounts in order to achieve business goals.
* Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets and repeat/ referral business.
* Initiating cross selling with the help of other departments.
* Implementing Management Information Systems with a view to keep record of key business indicators and facilitate critical decision-making process.
* Attending to customers concerns & complaints and undertaking steps for effectively resolving them.
* Interacting with the customers on regular basis to ensure product satisfaction and regular patronage of products.
* Maintaining cordial relations with key decision makers at the customers to sustain the business and increase market.
* Recruiting, mentoring, training and development of the field functionaries to ensure sales and operational efficiency.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst Team members.

**India Info.com as Graphic Designer Dec’01 to Nov’02**

**Roles & Responsibilities:**

* Working in Photoshop & CorelDraw, editing images, changing background.
* Creating and developing new and unique ideas to represent an idea. This may include working with a design team.
* Modifying, revising and editing projects as required by the client.
* Developing design briefs by gathering information and data to clarify design issues.
* Thinking creatively to produce new ideas.
* Using a wide range of media, including photography and computer aided design
* Producing accurate and high quality work
* Working well in a team, with printers, copywriters, photographers, other designers, website designers and marketing specialists.
* Working with tight deadlines for the graphic deliveries.

**ACADEMIC DETAILS**

**2014 B.Com, Dr.C.V.Raman University (Secured 60%)**

**2009** **HSC, Bangalore (Secured 64%)**

**1998** **SSC, Bangalore (Secured 48%)**

**IT Exposure**

* Operating System : MS DOS, WINDOWS XP
* Languages Known : FoxPro
* Applications Package : MS Office, SAP Knowledge

DTP (WINDOWS/ PAGE-MAKER/ COREL/ PHOTO-SHOP)

**Other Qualification**

* Senior Typing - English (80 speeds)
* Tally ERP 9, ERP & SAP

**PERSONAL DETAILS**

**Date of Birth:** 19th Nov 1982

**Languages Known:** English, Hindi, Marathi and Kannada