***Shillpa***

[***Shillpa.354305@2freemail.com***](mailto:Shillpa.354305@2freemail.com)

***My objective is to secure a managerial position in an organisation that maximises creativity and fosters professional & personal growth.***

**PROFESSIONAL PROFILE**

A professional with over **12 years of work experience** in Retail (**Home Decor/Hardlines/Fashion Retail), Exports and Events.**

Key roles **- Merchandising, Sourcing, Buying, Product Development and Event Management**

I believe inbeing **Agile, Communicative, Accountable, Curious/Engaging, Adaptable, Bold, Inclusive & Team leading, Ethical, Innovative, Empathetic, Optimistic & having Global Acumen**

***Some key highlights of my professional achievement:***

* Recognised for my performance through **mid-year increment,** Awarded with **Best Team Card by counterparts in USA** for **effective communication** and **cost saving benefits** to the company
* **Promoted to Sr. Merchandiser** within 1 year of joining Target Sourcing Services
* **Branding** of the **Asia Pacific Vascular Society** through compiling of a **coffee table book,** which was presented to various international and national cardio-vascular societies
* **Rank holder** from one of Europe’s top institutes – **IED-** Milan**,** in **masters in Fashion Marketing Management** and **NIFD -** New Delhi in **Textile Design**
* Recognised as the best team player with **strong leadership qualities**, **negotiation** and analytical skills, **expertise in communication**, planning and **execution**
* Proven **track records** in **increasing revenues & turnover**, **effective network management** for deeper market penetration and expanding market share

**PROFESSIONAL WORK EXPERIENCE**

**Target Sourcing Services India Pvt Ltd (20 months)** *Dec’14–July’16*

Subsidiary of **Target Corporation, USA**

**Sr. Merchandiser, New Delhi & Moradabad**

* Key Categories- Pet, Stationary, Lighting, Décor, Table top, Kitchenware, Wall art, Outdoor, botanicals and Natural products, Seasonal etc.
* Managing a fiscal business of $45 Million at Retail
* Identifying new vendors from India COP, for relevant/New categories, through Global Market Research and competitor analysis. Collaboratively working with Responsible Sourcing and Quality teams on Factory vetting process
* On-boarding new vendors by coaching them on the processes, requirements and expectations of Target
* Closely and aggressively monitoring Capacity, Capabilities and Costing structure of current vendor base
* Communicating with Global/HQ team on product and market trends, researched trough market intelligence, competitor analysis and visiting trade shows
* Reviewing product direction and line plans with HQ PD&D and CFT, to strategically assign products to vendors for ensuring smooth execution of business
* Ensuring price competitiveness by component cost model so that the prices are in line with the competitors and goal profit margins are met
* Working closely with vendors to ensure all the milestones are achieved i.e. Product testing, Inspections, timely delivery and Inventories for Replens/Chase order
* Pre-empt any potential supply chain challenges/gaps and strategically plan solutions with key stakeholders for smooth execution
* Regular interaction with Global /HQ team & CFT, to ensure that our goals, strategies and objectives are all aligned at an enterprise level

**Global Conferences & Exhibitions** for **Indraprastha Apollo Hospitals (15 months)**

Event Management for Asia Pacific Vascular Society *Apr’13–Jun’14*

**Sr. Corporate Event Manager, New Delhi**

* Successfully launched the Coffee Table Book for the Society, “Asia Pacific Vascular Society”
* Handled sponsorships worth 70 Lakhs from Pharmaceutical and Device companies
* Team coordinator for executing the event with production team, live transmissions, Audio Visual, Stall allotment and design, stage events, travel, stay and coordination with hotel staff
* Rewarded for successfully executing the event of over 700 delegates
* Acknowledged in the APVS Coffee Table Book for conceptualisation and compiling it, which was presented and distributed to other international cardio and endovascular societies i.e. International society of endovascular Specialists, USA

**Sunbeam Silver Art Industries (12 Months)** *Apr’12 – Mar’13*

Manufacturing, Trading Unit and Client Services

**Product Development Manager, Moradabad**

* Generated revenue of over 1 crore annually
* Advised trends through extensive international and national research in home décor products
* Solely responsible for quality specifications and liaising with merchandisers
* Guiding clients for business development through offers, promotions, product launches, exhibitions and events
* Planning and executing manufacturing of products by identifying new and quality manufacturers
* Customising products as per customer feedback and delivering the best quality service

**New Concepts (50 months)** *Feb’08 – Mar’12*

Export House – Home, Garden and Lights

**Sr. Merchandiser, Moradabad**

* Responsible for merchandising and designing the complete range of home decor, garden and lights
* Developed new trend setting range of wooden beads and jute chandelier, lights and home decor to compete in the international market after doing extensive trend analysis
* Responsible for handling 57 key accounts of international - importers, online stores, catalogue selling and retail chains
* Coordination with designers for designing products as per their company requirements and ensuring timely delivery of consignments
* Promoted new catalogue and branding through exhibiting at the EPCH Fairs in India, Frankfurt and Hong Kong

**Fab India Overseas Pvt. Ltd. (29 months)** *April’04– Sep’06*

Retail Store across India

**Associate Buyer for Hardlines Department, New Delhi**

* Key Categories -Lighting, Pottery, Stationery, Furniture, Gifts and Home Decor
* Recognized for achieving the month on month targets with the growth of over 30%
* Responsible for merchandise planning & development, with design team, by identifying trend opportunities of the market and monitoring performance vs plan
* Selecting appropriate vendor mix for larger variety of products with cost optimisation
* Liaison with the vendors to ensure delivery of high quality products, on time
* Organised exhibitions to identify and evaluate new markets and alliances to build and expand market presence
* Collaborating with stores on - Managing Inventory plans, Customer Feedback, Mark downs, Target Retails, Buy Plans as per buying budget, monitoring Performance of New products
* Executing localised promotions, through communication strategies, innovative merchandise mix (core vs trend) and weighing individual store needs
* Collaborative efforts with supply chain, logistics and IT teams, to ensure smooth and timely delivery of merchandise at stores

**INTERSHIP & PROJECTS**

* Intership at Vichitra Sarees, New Delhi -Designing and launching new range by submitting new trend of sarees, with focus on Indian Jamawar Designs
* Held many exhibitions in Delhi and Punjab for Home and Garden Accessories making profit of 4.5 Lakhs, through sales per exhibition
* Freelance Project - Coordinating production of Indian Garments for export to Sweden
* Designed fashion jewellery for Sales through exhibitions in Delhi. Specialising in earrings
* Proposed a new business idea during masters course in Milan, to revamp the traditional system of gym into sensual gym for women to increase their confidence, more fun and yet exercise
* Marketing and Promotion of the Travel and Tourism event “SATTE” to increase awareness and client participation

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Year** | **Course** | **College / School** |
| Masters | 2006-2008 | Fashion Marketing Management | Instituto Europeo di Design, Milan, Italy |
| Double Post Graduation | 2003-2004 | Apparel Marketing and Merchandising | National Institute of Fashion Design, New Delhi |
| Post-Graduation | 2002-2003 | Textile Design | National Institute of Fashion Design, New Delhi |
| Under Graduate | 1999-2002 | BA (hons), Philosophy | Gargi College, Delhi University, New Delhi |
| Sr. Secondary education | 1999 | Commerce with Maths | Mussoorie International School, Mussoorie |
| Jr. Secondary education | 1997 |  | Mussoorie International School, Mussoorie |

**INTERESTS AND HOBBIES**

* Passionate about Cooking, Exploring new places & Cultures, Meditation and Dancing
* Pursued interest in creative field of Home décor, Garden products, Garments and Jewellery
* Voluntary work for charitable organisations
* Organising cultural and family events