ROHAN

Email : [rohan.369532@2freemail.com](mailto:rohan.369532@2freemail.com)



**Professional Synopsis**

* Dedicated marketing professional with over 2.5 years of experience into Retailing. MBA Marketing qualified from a reputed institution in Delhi with 25 years of education.
* Served Best in class retail Brand , Madura Fashion and Lifestyle and serving global retail leader Hennez And Mauritz.
* Acting as a liaison between the company and the client to lead sales and ensuring maximum profits.
* Have broad experience serving various markets and working in different formats.
* Good experience of work in operations as well as retail backend.
* Working with values in every task and responsibility.
* Experience in mentoring the new members of the team and passing the learning and team culture.



**Major Accomplishments**

* Got exceeding expectations rating on my first dialogue in H&M with the reporting manager.
* Store secured 92% in Store Audit under my responsibility which was best amongst all the other H&M stores and put the store in a low risk category.
* Was the only trainee, of the LERA’2014 Madura batch to get assigned an individual store, in Delhi region, South-Ex after my performance in 6 months of probation.
* Worked on a product training presentation, which was applauded by Madura’s National Operations Head- Mr. Harish, which was implemented pan India.
* My idea of giving the customer a “Wow” experience got selected across the entire Northern region by Madura’s “Mission Happiness” team. A pilot study was done at my store which was a huge success for the MH team.
* Was selected amongst the best 50 models in Delhi at the Hindu college, and shared the ramp with Arjun Rampal in ‘Delhi Fashion Week’.
* Won titles like- ‘Mr. Fresher’ and ‘Mr. Farewell’ at JIMS.

Was the cultural head at JIMS cultural society and organized all the fests during my tenure.



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**Internship *April 2013 – August 2013***

 **HDFC Bank, Noida**

**Profile & Project: Marketing – ‘Changing the concept of Insurance’**

* Meeting high profile clients like doctors, CA’s and society influencers to convince and appoint them as Financial Advisors.
* Promoting the idea of term insurance across industries especially by interacting with the labour class.
* Conducting workshops for the same.



**Experience**

 **Aditya Birla Nuvo Group *June 2014 – Dec 2015***

**Business Unit: Madura Fashion and Lifestyle**

**Designation: Assistant Store Manager**

* Day to day store operations ensuring maximum profitability.
* Building certain game plans to ensure high KPI’s.
* Ensuring profits out of store, further maintaining ‘Contribution before advertisement’ and positive Like to Like (Growth).
* Managing stock and assets of the store.
* Ensuring that the visual merchandising is in place, and that the customer feels comfortable.
* Customer service
* Staff planning ensuring adequate level of staff every day.
* Encouraging Customer Care Associates and motivating them to maintain their KPI’s.
* Recruiting Employees, at the same time maintaining the store budget.



 **Hennes and Mauritz Pvt ltd. Jan 2016- Present**

**Designation: Store Controller**

* Ensuring routines followed in store, and hence resulting in good KPI’s.
* Ensuring staffing levels are adequate to effectively operate the store.
* Ensuring employees receive training necessary for their job responsibilities.
* Cash office responsible(Handling and banking of huge cash amounts)
* Store safety and security Audit.
* Staff payroll
* Administration of all the backend procedures.

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**Total Experience- 30 Months**

**Education**

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| --- | --- | --- | --- |
| **Education** | **Year** | **Subject** | **Board/University** |
| S.S.C | 2006 | General | Apeejay School (CBSE) |
| H.S.C | 2008 | Non Medical | Dynasty International(CBSE) |
|  |  |  | Gopal Sharma MVN |
| B.TECH CSE | 2012 | Computer Science | (MDU Rohtak) |
| MBA | 2014 | Marketing and HR | JIMS Rohini (IP University) |

**Certifications & Trainings**

* C , C++ , JAVA CORE(J2EE),PHP
* MSDOS , WINDOWS 98/2000/XP/VISTA
* MS WORD , MS EXCEL , MS POWER POINT , MS ACCESS

**Personal Details**

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