**PRAGYA**

[**PRAGYA.372507@2freemail.com**](mailto:PRAGYA.372507@2freemail.com)

**PROFILE**

Highly motivated and dedicated MBA graduate with +2 years of experience in retail store operations and project management.

**EDUCATION**

Current Certificate in Marketing University of Wollongong, Dubai

2015 Master in Retail Management BIMTECH, Greater Noida CGPA – 7.38

2013 B.COM AGDC, Lucknow 58.75%

2010 ISC (12th) CMS , Lucknow 89.2%

2008 ICSE (10th) CMS , Lucknow 91%

**WORK EXPERIENCE**

**Key Account Manager** - **Oyster Learning Private Ltd JUL’16-APR’17**

* Identifying and assessing client needs and developed strategies tailored to each organization
* Increased business with existing accounts by 10%.
* Create and deliver customized presentations (in person or online), provide written proposals and subject matter expertise for individual deals.
* Forecasting and tracking key account metrics.
* Identifying and selecting the right set of students to work on the assigned projects and mentoring them to carry out project tasks successfully.
* Analyzed possible challenges and fixed them proactively.

**Department Manager** -  **Jumbo Electronics Corporation Pvt. Ltd APR’15-JUN’16**

* Led and coordinated a team of 20 sales staff; ensuring increased sales and efficiency
* Managed Ordering & Inventory Controls to optimize Best Sellers and reduce Out of Stocks.
* Consistently met department sales goals. Exceeded the yearly target by 110%
* Resolved various product or consumer complaints with excellent communication skills and follow-up
* Reduced shrinkage on an average below 2%
* Oversaw and directed team members regarding department and display standards
* Analyzing departmental stats and creating realistic action plans to achieve sales

**INTERNSHIP/PROJECT(S)**

**Shoppers Stop** **APR’14-JUN’14**

Project “**Service Gap Analysis**”. Proved the difference between the customer’s expectation and perception about the store and to what extent is the store actually meeting up to their expectation.

**Max Lifestyle** Fulfillment of Loyalty Program 2 weeks

**Reliance Digital** Store Operations – Customer Buying Behavior and problems faced by stores 2 weeks