Priyanka

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**SUMMARY**

Self motivated, solutions-driven and an organized individual with adept communication skills. I’ve pursued a Master’s degree in Fashion Merchandising & Retail Management and one particular reason why I enjoy being in this field/business, and the challenges that go along with it, is the opportunity to connect with various individuals. Excited and willing to support the merchandising management or buying activities of an organization that’s leading the future of the industry. Positions/ paid internships interested in: Merchandise Assistant, e-Commerce/Website Merchandiser or Buying Assistant.

*Willing to relocate. Available to start ASAP.*

**HIGHLIGHTS**

* Microsoft : Word, Power Point, Excel (Beginner’s level Vlookup and Pivot Table) & Outlook
* Website : WordPress, Big Commerce & internal websites
* Software Systems : WinFashion, Tableau & Point of Sale System
* Email Marketing – Trello, Mail Chimp & Nosto
* Additional / other skills : Multitasking, Quick learner, Fluent in English & Hindi

**EXPERIENCE**

**Site Merchandise Assistant (Freelance)** (April 2017 – August 2017)

FULLBEAUTY BRANDS – New York, NY

* Manage configuration and launching of items, categories & coupon codes on the website
* Attend weekly Turn-In meetings with Creative. Responsible for merchandising the different categories on site such as product ranking, color multiplication for the internal & external brands based on strategy (conversion, margin, sale)
* Collaborate with Assistant Site Merchandise Manager to navigate new and clearance products into site categories, based on product attributes and known customer shopping behavior
* Monitor incoming products to insure the listing pages are maintained and updated
* Track products and inventory levels for items planned to be featured in upcoming marketing exposures, to ensure availability at time of feature
* Secure online exclusivities and pre-launches from the brands on fullbeauty.com and ensure successful implementation
* Create and maintain several reports for the fullbeauty.com department
* Monitor competitor websites to ensure industry alignment with categorization, promotions and trends
* Assist in general ad hoc or department operations as needed

**E-commerce Merchandising Assistant (Temporary)** (August 2016 – April 2017)

Vanilla Star Jeans – New York, NY

* Involved in merchandising responsibilities encompassing but not limited to
* Seasonal site planning
* Product categorization
* Strategize, execute and create e commerce product offerings
* Solely responsible for the website inventory sell-through analysis & replenishment
* Make merchandise live as soon as the stock is available at the warehouse
* Generate and maintain Sales Order reports
* Create detailed excel spreadsheets maintaining precise inventory count & allocation
* Discuss information with buyers (from Groupon) in a timely fashion, developing assortment plans and pricing in all categories
* Assist in website information, layout and structure
* Responsible for uploading products and content rich product description on Big Commerce, Groupon, Amazon & EBay
* Format and upload UPC’s, ensuring correct color and size information
* Conceptualize original website design ideas that bring simplicity and user friendliness
* Decide content and pictures for the home page of our flagship website
* Enhance the effectiveness of product sales by promotional pricing
* Determine mark downs and price change on products
* Manage and set coupon codes
* Provide store credit to customers
* Marketing activities
* Create e-mail marketing campaigns/personalized e-mails for Black Friday, Cyber Monday, Christmas and abandoned cart recovery.
* Partner and work with fashion bloggers for social media
* Review and analyze monthly sales on all websites along with sales achieved through ad’s and compare against sales history; identifying areas of opportunity and risks to the e-commerce business
* Assist in conducting in-depth market research on customer satisfaction, website enhancement & improved user experience
* Take care of administrative tasks such as customer service via e-mail and telephone, ensure and organize samples and stock movement according to shooting schedule and perform all other operational duties as directed by the CEO

**Inventory Management Intern (Freelance)** (November 2016 – November 2016)

Space Cowboy Boots – New York, NY

* Inventory sales and tracking using excel spreadsheets

**Merchandising Assistant Intern (Internship through LIM College) (**June 2016 – August 2016)

Aleana’s Bridal – Paramus, NJ

* Assisted in website imagery planning & implementation
* Maintained Inventory accuracy on website on a consistent basis
* Provided input in trend forecast & analysis with the help of WGSN
* Responsible for in store visual merchandising
* Maintained communication with customers to understand sales cycle & improve customer satisfaction
* Engaged in company social media & branding strategy
* Using SEO techniques, wrote content rich articles & blogs for website

**EDUCATION**

**Master of Professional Studies in Fashion Merchandising & Retail Management**

LIM College: New York, NY (August 2015 – August 2016) – GPA: 3.87

**Bachelors of Commerce (B.Com) – Undergraduate Degree**

H.R College of Commerce & Economics: Mumbai, India (April 2012 – April 2015)

**Certificate - Management of Fashion and Luxury Companies**

Certificate earned by Università Bocconi on Coursera (October 2016 - December 2016) – Grade achieved: 94.0%