** Santosh Sharma**

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**Professional summary**

10+ years of successful professional in Sales and brand management within the consumer product, luxury goods industry. Recognized for ability to develop strong relationship and plan strategically.

**Skills**

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| * Detail-orientated
* Goal-orientated
* Excellent communication skills
* Analytical skill
 | * Sales
* Brand management
* Inventory management
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**Work history**

Retail Manager, 06/2018 to Current

Al Abbas Group, Hadi Enterprises llc – Dubai, UAE

* Responsible for every aspect of the day to day supervision of retail outlets and as a whole retail division.
* Managing all aspects of retail operations in conjunction with GM
* Maintaining Statistical and financial records of Retail division
* Managing Local and Oman region Retail store sales
* Complete responsibility of price structure of Retail Brands SKU
* Monthly meeting with Global Brand Teams in order to have necessary tools and activities for brand growth
* Delivered presentations for annual company meeting, S&M conference, monthly & annual sales meeting
* Monitor stock levels and purchases and ensure they stay within budget
* Maximizing profitability and setting /meeting sales targets, including motivating to staff to do so
* Managing Retail budget
* Coordinate with marketing department regarding social media
* To prepare promotional materials and displays

Brand Executive, 12/2014 to 12/2017

Rivoli Group – Dubai, UAE

* Prepare annual buying budget and sales budget in coordination with manager taking into consideration group targets, economical changes, projected growth and Brand Strategy.
* Determining category level strategic plans around factors such as Sales, Stocks, OTB, Margins, Orders, Allocations, replenishment.
* Handling third party orders and accounts such as Souq, Namshi Chalhoub and BTQ customer like Ferrari world. Hugo Boss.
* Monitoring brands elements such as advertising, packaging, promotion price, cost and recommending modifications and improvements where necessary.
* Regular market visits to ensure the display guidelines followed, gather customer feedback.
* In coordination with Manager to develop annual brand strategy and present it to the management.
* Maximize productivity in stores through effective deployment of resources for the brand stores ensure complete sell through as per brand product, style and assortment plans.
* Mapping competition prices/products and provide qualitative inputs to business. Analyze the consumer-buying pattern and predict the future trends.
* Aging analysis and taking corrective measures to minimize aging stocks through price revisions, liquidation and other activities.
* Monthly review of MIS along with the Manager including sales, inventory movement, margin analysis, and aging analysis.

Product Coordinator, 01/2013 to 10/2014

Inter luxury Group, SWG – Dubai, UAE

* Developing sales forecast by reviewing past sales and current sales trend.
* Making stock support plans to help know how much inventory is required to achieve the sales.
* Making buying budgets to understand what the level of stock is to be bought.
* OTB calculations or planned purchase calculations prepared to avoid over buying or under buying.
* Revision of OTB as and when situations demand.
* Price Revision on aging products, which are 9 months, and above, or slow-moving SKUs, at regular intervals
* Setting allocations for different countries during order placement based on sales figures and stock availability in that country.

Retail Sales Executive, 09/2012 to 12/2012

Marshalls Enterprises India Pvt. Ltd – MUMBAI, INDIA

* Presenting appropriate solutions to the clients based on their Individual requirements.
* One point of contact between the clients and the company.
* Responsible for negotiating the terms of agreement with the clients and closing sales.
* Reviewing own sales performance, aiming to meet and exceed targets.
* Keeping the company proactively aligned to the changing market dynamics, based on the feedback from customers
* Maintained knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices.
* Completed all cleaning, stocking and organizing tasks in assigned sales area.

Senior Sales Executive, 04/2005 to 07/2012

Jagannath Diamond & Jewellery – MUMBAI, INDIA

* Reviewing own sales performance, aiming to meet and exceed targets
* Probing and gazing the client requirement.
* Pitching the available Product Line in store to potential clients based on their requirements
* Explaining the various features and qualities of the product.
* Develop a clientele by retaining client details and preparing client profile for future up selling and servicing.
* Send notification of Launch of new Products, Special Promos and special occasion notes to the maintained cliental
* Explaining return polices, payment modes & available after sales services to the clients
* Reporting to the Owner regarding sales performance.
* Research on new launch product in the market
* Co-ordinate with the suppliers and show them the new launch product.

**Education**

Bachelor of Business Administration: Commerce and Business studies,

Mumbai university - INDIA

**Certifications**

Timberland Training (11/2017)

Kenneth Cole (11/2017)

Belhasa Driving Institute (01/2018)