

2015-08 -

present

**Karishma**

Senior Optometrist



**Summary**

Energetic professional with experience in account management, office coordination, sales and marketing. Skilled communicator, thrives in a fast-paced and dynamic environment when connecting to people on experiences and information. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Deeply knowledgeable about market, customers and competitors, knowing the importance of having the right products, in the right place, at the right time. Currently looking for a suitable managerial position with a fast-paced, dynamic company that is continually growing.

**Experience**

**Senior Consultant**

Clinical Management - Patient work ups, overlooking recording patient data into files.

* Contact Lens Management
* Maintaining service records for machines.
* Keeping up with appointment schedules to avoid clashes and mix ups.

Inventory Management - Handling stocks for all merchandise available in the store. Dedicated Customer Service - From offering a genuine greeting on the first step into the store to resolving any concerns with regards to immediate purchases or pricing. Solving post purchase warranty issues and adaptation queries wherever necessary. Strong consultative selling skills.

Vendor Management & Procurement - Creating a rapport with vendors thus helping us serve customers better. Creating purchase orders or return PO’s whenever necessary. Liaising with Doctors for Business Development - Researching and meeting with doctors to involve them in generating a trusted business relationship between the clinic and store thus uplifting the store economy. Maximizing brand exposure. Networking with business partners and customers.

Visual Merchandising - Maintaining the display according to the set merchandising rules. Targeting best sellers to always be in the center of focus so as to attract and direct interest, increasing footfall and a most likely closing sales deals.

Strategic Planning for Dedicated Goal achievement - Setting weekend targets and temporary goals to achieve monthly targets thus pushing forward to achieve the yearly budget in the process.

Maintaining and updating monthly and yearly achievements and targets - Maintaining excel sheets pertaining to purchases made so as to having a clear idea of strong and weak points and building them up together so as to maintain a proper balance. Analytics & Reporting - Creating reports and goals for better analysis, updating excels on a weekly basis to observe growth and compare better months to know own rating. Maintaining daily sales reports - Gather sales data into one excel sheet to have an overview of the daily sales in one go for each month.

Training and developing new recruits - Sharing and guiding new recruits to maintain the same path of ethics of the company. Training them to use the POS system and strengthening their confidence to move on without a doubt. Ability to think through and solve problems methodically.

Keeping up to date with market trend and competitor activity.

Maintaining tight budget control over expenditure.

SAP - Creating vendor PO’s, checking in-transit stock, available stock in the company

and inbound statuses.

SRS - Creating STO’s for internal transfers and receiving goods.

 **Personal Info**



**E-mail**

[Karishma-393361@2freemail.com](mailto:Karishma-393361@2freemail.com)

**Date of birth**

1986-03-04

 **Skills**

Communication Skills: Excellent command over written and spoken English. Hard worker & a team player with a positive attitude consistently.



Time Management Skills: Ability to fully understand all the facets necessary to complete an assigned task. Strong ability to plan, prioritize.



IT Skills: MS Office, Outlook, SAP, SRS, Skype for business & www skills



Languages: English, Hindi, Marathi, Konkani, Gujarati, Bengali and working knowledge of Arabic.



2015-03 -

2015-08

2012-06 -

2015-02

2018-09 -

present

2004-06 -

2008-07



**Consultant Optometrist & Administrator**

Clinical Administration - Patient work up and Contact Lens Management

Customer Satisfaction - Making sure customers were confident and satisfied from their purchases.

Inventory Management - Maintaining stock profiles to fulfil store requirements. Troubleshooting - Handling post sales warranty and mishandling queries. Sales & After Sales Management - Solving doubts and clearing any possible misunderstanding before closing the deal.

POS Transactions - Handling the cash counter in cashiers absence.

Visual Merchandising - Updating the display with new stock and bestsellers.

Administration - Weekly sales reporting and monthly budget mapping.

**Consultant Optometrist**

Patient Evaluation and Clinical work ups.

Inventory Management - Maintaining stocks and internal transfers.

Customer Service - Consulting and providing expert advice.

Stock Control and Management - Overlooking actual sale to maintaining required stock.

Camp Participation and Management - Maintaining data from camps to review targets.

Sales & After Sales Management - Solving queries to warranty issues.

CRM - Updating customer data for better analysis

POS Transactions - Handling point of sale whenever necessary.

Visual Merchandising - Updating and maintaining company profile for displays.

Store Management in absence of Store Manager.

Report Management for Sales Outflow.

Ability to achieve more than Set Targets

**Education**

**London School of Journalism, UK — Journalism**

Freelance & Feature Writing

**Aditya Jyot Institute of Optometry, India — B.Optometry**

Optometry