

Shruti Rawat

127, Niti Khand 3, Indirapuram, Ghaziabad, Uttarpradesh, 201014

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WORK EXPERIENCE

Executive Merchandiser

Apollo International Limited

(FOOTWEAR DIVISION)

Plot number-c48-49, Noida Sector 58,Noida(201301)

Period-22nd February-till date

Visual Merchandiser - Department Manager

Reliance Trends

Didwania Square, Babylon Heights D-63 / 9,

Mahmoorganj Road, Varanasi, UttarPradesh(221005)

Period -11th October 2021-11th February 2022

INTERNSHIP

Merchandising & Export Packaging

Apollo International Limited

Plot number-c48 49, Noida Sector 58, (201301)

Period-1st April 2021-31st May 2021

Hand Block Printing & Export Packaging Training

A.K. International

(Hand Block Prints)

14/6, SangaSetu Road, Sanganer, Jaipur(302029)

Period-3rd May 2018-31st May 2018

EDUCATIONAL BACKGROUND

Footwear Design & Development Institute, An Institute of National Importance as per FDDI Act 2017

Ministry of Commerce & Industry, Government of India
(Master of Design in Footwear Development
&Production,Specializing in Footwear retailing & E-
commerce) (2019-2021)-80%

BANASTHALI VIDYAPEETH, NEWAI-(2016-2019)-
Bachelor of Arts-7.16(CGPA)

CAMBRIDGE SCHOOL INDIRAPURAM - (2014-
2016)-Senior Secondary School-62%

PROFESSIONAL SUMMARY

I love to solve problems in an effective / creative manner in a challenging position and seeking a responsible job with an opportunity for professional challenges. I am zeal to learn at every step of my life. I have excellent communication skills that allow me to build strong relationships and work very efficiently and effectively with in a team.

SPECIALIZATION MODULES

Retail Operations

Retail Planning and Merchandising

Research Project

Supply Chain Management

Non-StoreRetailing

Retail Software

Export Merchandising

KEY RESPONSIBILITIES - APOLLO INTERNATIONAL

- Working with Sampling, Order Processing, Packaging & Quality testing phases.
- Discussing and implementing strategies for getting the samples to be approved.
- Analyzing the orders and making the Oder Processing phase more effortless and contented.

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PROFESSIONAL QUALIFICATIONS

- 1 YEAR DIPLOMA IN FINE ARTS - NEST FINE ARTS INSTITUTE - 2016
- 5 YEARS BFA EQUIVALENT DIPLOMA IN FINE ARTS (CORRESPONDENCE) - PRACHEEN KALA KENDRA, CHANDIGARH - 2020.

ACADEMIC PROJECTS

- Worked on the topic "THE IMPACT OF CUSTOMER LOYALTY PROGRAMS ON CUSTOMER RETENTION" for the 4th semester dissertation project.
- Worked on the topic "THE IMPACT OF SOCIAL MEDIA MARKETING ON THE BUYING BEHAVIOUR OF CONSUMERS" for the 3rd semester project report.
- Worked in first-ever digital edition of India Couture Week Digital ICW Fashion Week20-21
- (18-23 September 2020).

SPECIFIC SKILLS

- Languages - English, Hindi,
- Good in Microsoft Word, Advanced Excel, PowerPoint, Adobe photoshop, illustrator, Basic proficiency in Adobe Photoshop/AutoCAD.

- Presiding over all the packaging phase and contributing to make the process more organized.
- Collaborating with suppliers, manufacturers, and retailers to ensure proper execution of merchandising plans.
- Ensuring retailer compliance with merchandising strategies.
- Creating and organizing promotions and advertising campaigns.
- Maintaining inventory of product.
- Gathering information on market trends and customers' reactions to products.
- Analyzing sales data - reporting growth, expansion, and change in markets.

KEY RESPONSIBILITIES - RELIANCE TRENDS

- Execute merchandising strategies using visual displays throughout the store. Contribute to the store's visual appeal to bring in customers.
- Aided an increase of sales by creating all aspects of in-store designs.
- Creating WOW factor in Store through mannequins styling.
- Analyzed flow of traffic in store to ensure more visibility of displays.
- Design visual elements, developed floor plans and displays that contributed to sales growth.
- Working with marketing team to integrate displays with campaigns.

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ADDITIONAL INFORMATION

- **Communication skills:** *I have good written and verbal communication skills shown through presentations and written reports.*
- **Time management:** *I have the skill to manage the time because I can prioritize tasks according to the circumstances.*
- **Organizational skills:** *I attended organizational meetings, scheduling tasks and ensure effective communication between people.*
- **IT Skills:** *Well-versed with MS Office 365 (Word, PowerPoint, Advanced Excel, etc), Basic proficiency in Adobe Photoshop/AutoCAD.*

INTERESTS

I have a strong passion for development and production of leather products and enjoy learning a lot about this industry. I love to travel a lot in my life, and I wish to communicate and engage with people and it improved my skills of communication and I am very much interested in drawing, designing, reading, and painting.

DECLARATION

The statements made on this form are true. I understand any false statements may jeopardize my application and may lead to an offer being withdrawn. I have attached the Equal Opportunities Monitoring Data.

KEY ACHIEVEMENTS

- Conducted a workshop on Dyeing (Direct dyes – 2019).
- Participated as volunteer (Decoration Committee) in Adhyaay (2nd & 3rd March 2019).
- Participated in mural workshop (on 7th February 2019).
- Participated as volunteer (Decoration Committee) in Adhyaay (16th & 17th March 2018).
- Participated in the Mass Demonstration at the closing ceremony of the intramural program (on 10th March 2017) (won 1st position).
- Participated in the Mass Demonstration at the opening ceremony of the Intramural Program (on 25th July 2016).
- Participated in a 3-day Fine Arts workshop at the UGC – HRDC, Kumaun University, Nainital (on 23th, 24th & 25th October 2015).
- Participated in Group Art Exhibition at Pearl Academy Sector 59 Noida.
- Participated in various painting competitions and Inter house cultural programs in school.
- Participated in various community service programs.