

KUNAL SHARMA

kkunal.sharma007@gmail.com | 91- 8860724555 | New Delhi, India

BUSINESS DEVELOPMENT & MARKETING PROFESSIONAL

Sales Management □ Merchandising □ Sourcing □ Procurement

E-Commerce & Footwear Manufacturing Industry

Entrepreneurial mindset with **over 6 years of experience** in managing high volume e-commerce business operation to facilitate sound business planning and decision making; Key driver with a **focus to grow business and deliver holistic solutions** with quality assurance within desired quality & budgetary norms; ability to generate innovative ideas that lead to business development and profitability

People management skills in dealing with various vendors, stakeholders & clients to provide business growth solutions within a commercially-driven environment; In depth knowledge of **footwear manufacturing technology, design and materials**

PROFILE SYNOPSIS

- **Strong business acumen** in identifying business opportunities, creating new revenue streams and improving market value with proven ability to adopt changing market requirements and achieve pre-set business goals
- **Business turnaround approach** in winning profitable business, safeguarding brand value, achieving client delight, defining marketing strategy and measuring vendor performance that support corporation's long term business growth goals
- Robust approach to evaluate market gaps, expand channel network, and reduce business capacity bottlenecks in order improve the overall business performance
- **Strong networker**, maintain relations with customers and mentor cross-functional teams to establish loyalty and repeat business
- Competent in independently **leading logistics operations**, procurement, sourcing and improving the quality while ensuring supply chain operational excellence
- Experience in **charting out marketing strategies** and advising on products with key focus on enhancing business volumes & growth as well as achieving revenue and top & bottom-line profitability
- **Customer centric approach** with skills in addressing client priorities thereby attaining client delight and high compliance scores

SKILL SET

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|---------------------------------------|---------------------------------|----------------------------------|
| ▪ Business Development | ▪ Entrepreneurship | ▪ Tracking Growth Opportunities |
| ▪ Strategic Marketing Planning | ▪ Vision & Mission Planning | ▪ Client Relationship Management |
| ▪ Product Portfolio Management | ▪ Market Strategy & Penetration | ▪ Contract Negotiations |
| ▪ Finance & Operations Management | ▪ Profitability & Cost Analysis | ▪ Quality Analysis |
| ▪ Process Optimization & Improvements | ▪ Client Servicing & Retention | ▪ ROI Enhancement |

EDUCATION AND CREDENTIALS

Under Graduate Diploma (Footwear Technology) ▶ FDDI (Footwear Design and Development Institute) Fursatganj campus 2011
All India Senior School Certificate Examination ▶ DAV Centenary Public School, New Delhi 2008

Highlight: FDDI is evaluated by World Education Services (WES), as equivalent to three-year Canadian diploma in footwear technology

Technical Purview: The Fundamentals of Digital Marketing Certification by Google Digital Garage

WORTH MENTIONING

Value Offered ▶ **GLOBAL INC**

- Successfully benchmarked the business landscape; conceptualized, registered & launched a footwear brand-**BRUTSCH**
- Grew business value with sales of **INR 96,41,600** between 2012 to 2015
- Partnered with leading e-commerce companies in India for sales including **Amazon, Paytm, Flipkart, Snapdeal, Groupon**, etc.
- Received 5000 confirmed orders in just 3 hours throughout India through The Great Online Shopping Festival (GOSF) to be dispatched in 2 days' time
- **Increased employee productivity** and overall efficiency of unit by providing right equipment and improving workplace conditions
- Collaborated with Amazon Logistics venture named **"DELIVER WITH AMAZON"**
 - Established a dedicated team to deliver amazon packages in a specific area/ region; this business model is safe and generate revenue with no massive investment
- Minimized Order defect rate, Pre-fulfillment cancel rate, late shipment rate which increased ranking of e-commerce companies
- Launched a system named as **"Express Packaging"** to avoid late dispatch of orders; all confirmed orders were packed and marked ready to dispatch within 30 minutes through which customer(s) got their shipment on same day; generated high volume sales

- Reduced cost of packaging, storage and shipping by signing MOU with fulfillment centers with **Flipkart Advantage, Snapdeal+ and Amazon Fulfillment** which was instrumental in

✓ Reduced Inventory Cost	✓ Enhanced Customer Trust	✓ Efficient Quality Packaging
✓ Limited Inventory Management	✓ Faster Delivery	✓ Easy Shipment Tracking

WORK EXPERIENCE

Marketing Manager ► Samaritan Consulting, New Delhi, India

Apr '18 - Present

Key Deliverables:

- Marketing:** Identify streams for revenue growth opportunities & develop marketing plans to build customer preference. Review market response / requirements and communicate the same to CEO and teams for accomplishing business goals; effectuate pre-planned sales strategies for accomplishment of performance milestones.
- Client Relationship Management:** Explore & develop new clients and negotiate with them for securing a win- win profitable business. Provide best products to suit their requirements backed up by prompt services; generate business from existing accounts and achieve profitability & sales growth.
- Promotions & Marketing:** Create campaigns and promotions via Facebook, LinkedIn Analytics and Ad Manager. Develop engaging social media campaigns that increase reach and brand awareness. Plan and coordinate promotional material, ensuring maximum visibility for company products and services in the most cost-effective way with maximized impact. Lead programs supporting product launches, promotions and other marketing driven efforts.
- Office Management:** Manage Schedules, organize office functions, and oversee daily operations of office; slash office expenditure by negotiating for cheaper contracts, and standardizing procedures. Prepare daily, weekly and monthly reports, and update calendar for appointments.
- Brand Management:** Ensure end-to-end ownership of brand positioning through online marketing tools. Efficiently handle social media presence on Instagram, Facebook, Twitter and Pinterest

Founder ► GLOBAL INC. (New Delhi, India)

Oct '12 – Nov '17

Key Deliverables:

- Business Operations Management:** Determined the strategic marketing campaigns to push higher sales with e-commerce portals and social media platform (Facebook). Scheduled photo shoots and ensured that the virtual tour was successfully embedded into Google search results. Analysed client's requirements and provided best products accordingly. Implemented alternative methods to improve the overall efficiency of business operations. Handled seller portal panel and worked closely with category managers.
- P&L Management:** Implemented efforts to find innovate cheaper ways to sell company's products and services. Monitored the entire financial management structure and ensured financial success for sustainable growth of the firm. Managed debtors, creditors, working capital management and overall profitability of business.
- Business Planning & Management:** Designed and developed complete footwear range from scratch. Established & sustained the image of the organization at a competitive market place. Responsible for mapping business requirements through quick gap analysis with a view to deliver best-possible & customized solutions to assure continuous improvement on Product Quality and Distribution Management Performance.
- Distribution Management:** Tied-up with footwear distributors to sell bulk quantities. Performed Demand forecast and accordingly maintained inventory of merchandise for e-commerce websites and distributors. Implemented cost-effective retail merchandising measures to ensure maximum cost savings with least stock holding.
- Client Relationship Management:** Ensured all client deliverables meet client expectations in terms of scope, speed & quality. Acquired great customer experience by managing end to end order processing and ensuring timely dispatch.
- People Management:** Effectively managed a team of 7 employees. Identified & dealt with various suppliers for procurement of good quality raw materials like leather, sole, in-sole, lace, etc. Partnered with a manufacturer, provided end to end technical support and ensured maintenance of quality standards that resulted in high quality footwear.
- Manufacturers Support:** Assisted with technical aspects of major shoe manufacturing processes i.e. Designing, Cutting, Closing, Lasting and Finishing. Prepared BOM (Bill of Material) to ensure that product made is exactly as per the specifications required by the customer. Made detailed specification sheets for the easy understanding of production floor. Supervised the research, Development and production process till final shipment.

Intern ► Lakhani Vardaan Group (Haridwar)

May '10 - Jun '10

- Gained experience across all departments of footwear manufacturing including Planning, Cutting, Stitching, Lasting and Dispatch
- Oversaw the production process of Nike, Puma and Adidas and recommended process improvement to maintain quality standards
- Assisted the Line Managers in tracking the raw material supplies by contacting suppliers and providing the status update