

# Ashwani Kumar

**Key Account Specialist** 

## CONTACT



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Bengaluru, India

### EDUCATION

Bachelor of Fashion Technology NIFT Bengaluru 2017-2021

Senior Secondary School Central Academy, Prayagraj 2016-2017

Secondary School St. John's Co-ed School, Prayagraj 2016-2017

## SKILLS

- MS Office
- Fast React
- Auto CAD
- TUKA CAD
- Adobe Photoshop
- · Communication Design

## INTEREST

- Event Co-ordination
- Travelling
- · Photography
- Graphic Design

## STRENGTH

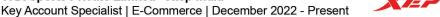
- · Goal Oriented
- Disciplined
- Leadership Skill
- · Honest and Sincere

# OBJECTIVE

Seeking a position in the e-commerce/category team, by utilizing all of my knowledge that I have come across in my academic career and work eperience to contribute to the work process within the organization and associate with the organization that progresses dynamically and gives me a chance to update my knowledge, enhance my skills and be a part of a team that excels and works toward growth.

## WORK EXPERIENCE

## VRX Sports Private Limited - Xtep india



Bengaluru, India

- •Handiling the major marketplace portals Myntra, Ajio, Amazon, Flipkart and Nykaa.
- •Responsible for the end to end ecommerce operations.
- •Co-ordinating with the executive for the timely launches (Listing)
- •Responsible for preparing the Buying and Inventory plan with the Merchandising team.
- ·Liaising with the marketplace partners to control the spike in Returns.
- Anaysing the weekly/monthly sales To monitor and work on the best sellers as well as slow moving SKUs.

#### Apparel Group UAE- R&B Fashion India

APPAREL GROUP

EXCELO EXPECTATIONS EVERYOUT

Junior Executive E-Commerce | December 2021 - November 2022

Bengaluru, India

- •Associated with the e-commerce team and helping in the growth of the business and making it stand out in the online world.
- •POC from the brand for the Amazon & Myntra portal.

Responsible for listing the products on Amazon, Ajio & Myntra.

- Working on the qualitative and quantitative improvement of the catalog across all the platforms.
- •Coordinating with the Buyers/Merchants to ensure the photoshoot samples are handed over to the e-commerce team on time.
- •Follow up with the studios for smooth and timely deliveries of e-commerce images.
- •Associated with the marketing team for better exposure of the brand and products.
- •Monitoring the In-stock %, cut sizes, and median/pivotal size stocks for all the categories.
- •Monitoring the slow-moving SKUs based on the sales numbers and glans view.
- •Worked very closely with the warehouse team for smooth order fulfillment.
- •Liaised with the Buyers and Merchants to better understand the products and analyze the white spaces for us in which we can explore.
- •Associated with the buyers to perform a market study for competitive benchmarking.
- •Reports: Daily Sales Report, Monthly P&L Report.

## **Okkular Pty Limited**

Content Management | June 2021- December 2021



Melbourne, Australia / Remote •Generating Australian e-commerce retailers' search reports.

- •Responsible for managing the search reports in a manner so that it can absorb the e-commerce retailers and makes them Okkular customers.
- ·Auditing tags generated by Okkular Al model (Tag Gen).
- •Responsible for annotating data for different categories.

## MAS Brands India Private limited (Amante)

Retail Planning Intern | January 2021- April 2021

amanté

Bengaluru, Karnataka

Pocket Friendly Product Launch:

- •The Brands with which I was associated are Amante and Everyday.
- ·Consumer Behaviour Research.
- Forecasted the upcoming demand for Lingeries and Sleepwears in the Indian market.
- •Associated with E-Commerce Team to ensure timely launch of product across all the online platforms.
- •Merchandise analysis and planning were done for online channels by associating with the Head of Ecommerce and Account Managers.
- •Devise exclusive online range assortment for Paytm, Flipkart, Nykaa and Nykaa Fashion.
- •Sell-through analysis monthly basis, also tracking bestseller.
- •Preparing report for Weekly Business Review (WBR).
- I hereby declare that the above information is true to the best of my knowledge and belief.