



Resham Goyal

CONTACT

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SKILLS

- Brand Positioning
- Trend Forecasting
- Supply Chain Management
- Pricing Strategy
- Trend Analysis
- Brand Management
- Competitor Analysis
- Seasonal Merchandising

PERSONAL DETAILS

- Date of Birth / Age:** 14th June 1989
- Visa Status:** Residence

PROFESSIONAL SUMMARY

Targeting to leverage over a decade of experience to strategically drive merchandising and marketing within the Beauty & Fashion Retail industry. Eager to assume leadership roles in retail operations, aiming to propel brand success and market penetration.

WORK HISTORY

Head of Department – Product Buying / Merchandising and Marketing
The Body Shop (South Asia) –Quest Retail Pvt Ltd 05/2022 - Current

- **Buying Strategy:** Building range architecture across all categories for South Asia market (India, Sri Lanka, Nepal and Bangladesh) and improved sales by 30% by tailoring market specific product lines
- Accountable for ensuring annual sales turnover 6 billion and GM targets
- **Brand Management:** Develop localized campaign to drive brand awareness and improve footfalls by 20%
- **OTB Plan:** Maintaining optimum inventory for top brands and timely action for slow moving & aging stocks
- **Inventory Management:** Launch of new product ranges and handling over 1000 SKUs
- **EOSS/Margin and Pricing:** Inventory management and timely Liquidation and reducing write off by 50%
- **Setting pricing** of merchandise and ensuring delivers target margin
- **Market Analysis:** Perform competition analysis to identify market opportunities and position brand advantageously
- **Business Review and Action Plan:** Review sales statistics for growth and capitalize on business targets

Senior Manager – Product Buying and Merchandising 05/2018 - Current
The Body Shop (South Asia)

- Established and maintained healthy inventory as per category mix
- Performed sales tracking to ensure category wise growth and taking corrective action in case of deflation
- Responsible for SCM development for maintaining Inventory health
- Promotion, Sales analysis and Margin working for window/promotion
- Quality and Product Lifecycle Management "BBE"

Customer Relationship Management & Product Merchandising
The Body Shop (South Asia) 07/2013 - 04/2018

- Handled more than 50k database THE BODY SHOP loyalty program
- Analyzed past sales trends and designed promotions for Loyalty Customers
- Implemented marketing strategies and increased loyalty SOB by 35%
- Executed mall events, new store launches, EOSS, promotions, Press events and launches
- Brand awareness and collaboration : Emailers and SMS campaigns and handled tie ups like Spa, Salon, Hospitality, Malls and Aviation.

EDUCATION

Bachelors of Commerce : Financial Studies Honos, 07/2007 – 05/2010
ICG, Rajasthan University – Jaipur

Masters in Fashion Management: Fashion & Retail Management, 07/2011 –
05/2013
NIFT – Hyderabad