**Ravi Kothari**

Andheri (East), **E-mail:** athoughtwork@gmail.com

Mumbai 400 069 **Call :** 98199 69404

**Sales & Marketing | Account Management | Merchandising | Operations**

Dear HR,

Firstly, the professionals across industries and verticals very well know-how the unprecedented COVID 19 situation arise and have globally changed the entire functioning of businesses, of which the consequences are yet to come.

Starting with the "Unprecedented Situations" is what I would like to relate, and show the impact on my career graph before and at present in front of the hiring professional/s. The reason for doing it is, I saw the need basis the previous applications. Precisely, the years given below covers the entire term having specifics to look clear.

- The purpose was to gain experience and knowledge in the period from **May 2005 – August 2007**

- Working in retail with breakthroughs gave me learning’s and growth with each brand that I worked for, but also an unfortunate circumstantial inconsistency that resulted in unexpected early closures throughout the assignments starting from **June 2011 - December 2017**

- In the year 2018 January, after looking at the anticipated demand of the e-commerce business, I searched for an opening in e-com. vertical for months, at last, couldn't succeed starting from **January 2018 - October 2018**

- The phase of a year and a half (1½) was the worst and the critical moments of life that I was into, which started from **mid-November 2018 - January 2020**, which will be shared when asked in person, getting back to normalcy parallel with a job search is a necessity

- Then after, the beginning of the COVID 19 pandemic from **March 2020**

Coming back to the application, in my recent search for an opportunity, I have found a comprehensive role on **LinkedIn.com**. After considering and understanding the point-wise description of responsibilities which shows the importance of the required skill set for execution. Basis the fact of my experience, I believe that the role would be a right fit, although there are a few differences, which can be seen as learning’s.

Ideally, the experience and the thought process of a hiring professional is one of the ways that I can get a chance to interact, which could be a turning point.

Lastly, our views may/will differ, but the objectives won't.

Sincerely,

**Ravi Kothari**

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**Summary**

The term of more than **EIGHT** years is the sum of experience gained in phases.

The introductory stage was with finance and then retail, the opportunities to work with a few renowned brands having presence across channels. Some new processes and procedures were the learning’s to understand the functioning of the new business model. The growth was steady and consistent.

**Objective**

Work hard, focus on timely deliveries, and contribute to the annual business plan by using the organizational resources the right way to achieve goals.

**Skills**

Logical thinking, Planning, Communication, Time management

**Degree**

Bachelor in Commerce, Mumbai

PGDBM in Marketing, Welingkars Institute of Management, Mumbai

**Work Experience**

**Creative Lifestyles Pvt. Ltd.,**

**Merchandiser-EBO-Franchise,** August 2015 – December 2017

* **Plan** and stock arrangements before allocations to existing and new upcoming stores by adhering to merchandising norms
* **Support** stores during special events that contribute to add additional numbers to their top line list and regularly reach out to franchisees to ensure that their requirements are fulfilled.
* Consider the importance of **maintaining base stocks** across and avoid stock-out situations or any unconditional crisis
* Lookup to analyze some present and historical data to understand the actual performance in specifics
* **Coordinate** and **follow** with teams engaged in production to understand the status of new seasonal merchandise
* Provide **customized reports** to functional heads with figures to help them buy new season merchandise during theOTB process
* Use of **ERP** to extract details for a specific reason in a format required by the top management

**United Three EndeavorsPvt. Ltd.**

Key Accounts Retail Merchandiser - April 2014 – July 2015

**Shoppers Stop, Crossword, Hypercity, Wal-Mart, Tesco, Landmark**

* Educate retailers with **presentations** aiming to create awareness for the brand and its association for a social cause
* Understand the process of mutually agreed **terms of trade** and proceed further to the finalization stage with retailers
* **Coordinate** with buyers/category managers during the introductory stage and to present the seasonal range
* **Communicate and update** decision-making teams that are involved in the day-to-day operations
* **Arrange merchandise** for dispatch in time as per the order placed and follow till it reaches the final destination
* Consider the payment cycle and **reconcile** outstanding account statements to avoid discrepancies.

**Provogue India Pvt. Ltd.**

Assistant Manager Key Accounts - June 2011 – December 2013

**Shoppers Stop, Pantaloon, Lifestyle, Central, Central, Globus**

* Verbally **induct** the front-end teams every season and provide them the brochures having details for selling purpose
* Share cluster wise **monthly targets** sheet basis their capacity to achieve which adds to the annual business plan
* **Discuss** every minor issue with internal teams and also understand views to get an appropriate solution that benefits all
* **Get the work done** from the designated store in charge in case of any emergency that suddenly comes in our way
* **Follow SOP** and take required approvals from the head of a department, to begin

**\* Re-joined family business, September 2007 - May 2011**

**HBL Global Pvt. Ltd.,**

Marketing Executive – ATL & BTL Promotions, May 2005 – August 2007

* **Support** west zone branches and channel sales team through BTL activations
* Work on individual **event costs** and get necessary approvals from respective cluster heads before execution
* Base on their individual requirements **customize product offers** along with collaterals
* **Brief agencies** accordingly with the entire concept and other related details
* Coordinate teams members regionally located in case of **PAN India campaign**
* Conduct branch and ATM **audits** in order to maintain discipline

**\* After graduation joined family-owned business, July 1998 - April 2005**