

SAGRIKA KHATRI

A-12, Sindhu Nagar, Lucknow | khatrisagrika18@gmail.com | 8855051518

OBJECTIVE

Focused, Driven, Ambitious and Enthusiastic individual looking for growth and advancement opportunities in a reputed organization.

EXPERIENCE

Apparel merchandiser | Sindh Lucknow January'20 (Currently working)

- Analysis of Sales & Inventory.
- Strategic Planning & Implementation according to current market trends.
- Smooth functioning of Stock dispatch and allocation for all store locations
- Defining pricing strategy
- Closely working with vendors for product development and delivery timelines
- End-to-end managing customer orders
- Creation and Automation of Data Reports.

Site merchandiser/Ecommerce Specialist | Firstcry April'18 to December'20

Key Responsibilities

- Analysis of B2C Sales & Inventory.
- Strategic Planning & Implementation according to current market trends.
- Creating Brand/Category Projections & Evaluating their performance.
- Understanding of Impression and Sales Mix.
- Creation and Automation of Data Reports.
- Use of Google Analytics to evaluate traffic on site, Impressions, PDP count and Conversion rates.
- Closely working with Product & Tech teams to develop infra-structure, design tools and back-end systems.
- Planning of various Promotions and Season Launches.
- Working closely with Sourcing Team for Inventory buying relevant to the season plan.

Social Media Manager | 9Heaven August'17 to November'17

- Maintaining Social Media Calendar

- Create Engaging Copy
- Suggest Online Promotional Strategies to create Brand Awareness and its Presence across media platforms.

Social Media Intern | Iconic Creators February'17 to April'17

- Maintaining Social Media Calendar
- Create engaging Copy for promotions
- Suggest Online Promotional Strategies to create Brand Awareness and its Presence

EDUCATION

- LDT academy of Fashion Management, Nagold, Germany Credit Exchange Program (3 months) in **Fashion Retail Management.**
- Pearl Academy, New Delhi
B.A Honors in Fashion Lifestyle Business Management
- Loreto Convent Intermediate College, Lucknow
ISC- Class XII
- Loreto Convent Intermediate College, Lucknow
ICSE- Class X

ACHIEVEMENTS & AWARDS

- **Merit Scholarship** from LDT Academy of Fashion Management, Nagold, Germany
- **Won 3rd prize** in T-Shirt Design Competition, 2016 (Pearl Academy)
- **Winner** of Home Furnishing Display Competition, 2016 Pearl Excellence award 2017
- Participating in the live broad telecast of the Clinton Global Initiative 2015