



Shreya Singh

I have completed my MBA with a specialisation in International Fashion Business from Coventry University London. Performance-driven and business-focused leader with extensive experience in driving retail business growth.

📍 London, UK

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Languages

English (Fluent)

About

Experienced in developing and implementing successful brand and product strategies, with a record of success in maximising and establishing brand strategies using qualitative and quantitative research to produce a coherent, well-rounded business growth approach. Instrumental in leading and managing high-performing, cross-functional teams. Strong at establishing and sustaining lucrative relationships with personnel and stakeholders to drive business expansion. Proficient at developing novel and innovative solutions to boost business profitability. Expertise and knowledge of managing product, merchandising, eCommerce, visual merchandising, and marketing initiatives.

BRANDS WORKED WITH

- Global Image Factory
- Juicy Couture
- Trent Limited
- X Terrace fashion platform

Experience



● Product - Deputy Project Manager

X Terrace fashion platform | Jan 2021 - Apr 2021

Led all aspects of the project from inception to completion, including work planning and scheduling, staff management, budget monitoring, and client communication. Managing a group of seven members to ensure projects were delivered on schedule and within budget. Collaborated with creative teams to steer relevant marketing communications while coordinating promotional campaigns.

Strategised and implemented three new consumer profiles to target new demographic groups and generated marketing strategies based on data, insights, and outcomes, resulting in a 30% increase in customer base.

Account manager for 3rd party systems, which include eCommerce platforms The Accessory Circle and The Hat Circle.

Collaborated with over 200+ Nordic brands, sellers, and manufacturers to sell on e-commerce platforms.

Partnered with executive leadership and key executives to design a product assortment plan for The Accessory Circle and The Hat Circle, establishing 7 new product categories with over 200 newly sourced and refreshed merchandise.

Led The Accessory Circle's first photography marketing campaign to run brand promotional advertisements and e-commerce products.

Developed weekly and monthly planning process, including briefing templates, project deadlines and a master project timeline.

Optimised the work breakdown schedule while identifying the critical path and flagging potential problems in the project schedule which could delay deliverables.

Created and optimised a tracking system that enhanced on-time delivery performance from 80% to 97%.



● Visual Merchandiser & Marketing

Trent Limited | Jun 2018 - Aug 2020

Built and maintained effective relationships with key stakeholders and cross-functional teams to foster business growth. Delivered robust, efficient, and strategic plans to develop intelligent space allocation to stores, ensuring that fast- and slow-moving items were positioned tactically to meet weekly and monthly targets. Trained and mentored staff to increase employee productivity and enhanced customer service to achieve optimal conversion rates.

Key contributor in the Dynamic Store Planning, which resulted in a process change in core planning, new ways of working across the business to drive efficiencies, implementation of a new process, and establishment of a governance model.

Supported the strategy, planning and projects team responsible for

store practicality, leading to a profit and loss business plan worth £231mn in revenue.

Planned, organised, and executed processes, ensuring commercial viability and consistency across all stores, successfully growing from 7 stores in 2018 to 120 stores in 2020.

Hired and trained over 100 store executives to ensure smooth customer service, with a 92% retention rate and led to achieving an average 30% conversion rate daily which helped drive other KPIs and increase WTD/MTD sales goals.

Partner with regional and store visual merchandising team to cultivate a shared company brand experience for customers through store visuals and merchandise.

Facilitated effective shipment Omni-processes to prioritise getting all new products on the shop floor, setting an effective floor plan for apparel, accessories and footwear.

Provided the quarterly strategic plan to reduce customer returns in collaboration with the product, merchandising and technical teams, reducing returns by 10% YoY.

Led the 1st marketing photoshoot campaign to run brand promotions in stores and website since the brand's inception, which helped increase sales by 30%.

Planned and executed Public Relations for 113 store openings, conceptualised and completed six photoshoots for the Spring/Summer and Fall/Winter collections.



● Senior Executive - Account Management & Operations

Global Image Factory | Jan 2017 - Dec 2017

Managed accounts of varying sizes by representing the team with clients and engaging with direct reports. Advanced a comprehensive grasp of the client's market position, product/service, points of differentiation, and competitive landscape. Succeeded client input and comments for all projects according to explicit guidelines and timelines. Managed daily client communication and continuous relationships of existing, new, and impending projects.

One-on-one sales-based interactions with over 90 customers with a 20% success rate.

Exceeded monthly sales goals with an average of 10% increase and contributed to team sales goals.

Developed personal accountability and a self-starter attitude, establishing and preserving strong customer relations by following up after sales, keeping in contact regularly to seek feedback, and offering information regarding new products and promotions with a retention rate of over 95%.

Primary client and project lead for Sephora, Banana Republic, Old Navy, Aeropostale and Open Table, managing creative briefs, timelines and status reports.

Evaluated creative execution, accountable for quality control, ensuring all remain on brand strategy and within corporate guidelines, ultimately responsible for gaining client alignment on all deliverables print, direct mail, brand guidelines, display ads and website design.

Prepared management reports and analysis of KPIs, implemented the finance structure and standard operating procedures for receivables and payables.

Guided a team of design executives (9), enabling them to progress to the next level of careers and reporting directly to the COO.

Maintained client files with sales contracts, records of client interactions, client notes, and other information.

Managed over 10 brands, coordinating deliveries with technical teams and graphic designers to ensure client brief was translated accurately into finished product.



● Fashion Consultant

Juicy Couture | Jul 2016 - Jan 2017

Managed the Black Label Juicy Couture Store in a luxury mall in India. Evolved and implemented sales strategies to achieve budgeted targets, maintain reports on sales and important store metrics of – Gross margin, customer conversion ratios, sales per transaction, average selling price,

and markdown goods. Efficiently rotated stock between warehouse and shop shelves, responsible for ageing analysis to liquidate non-moving merchandise rationally and logically.

- Achieved the highest weekend sale numbers of Rs. 1,500,000 daily at the pan India level.

Increased store profitability, achievement of sales increased by 15% analysing fast and slow moving styles and ensuring its availability a year.

Exceeded sales targets within the first month of employment, placing in the top 10 nationwide.

Served as brand ambassador for all internal and external audiences, communicating the Juicy Couture brand values and principles.

Conducted periodic stock checks to ensure SKU-wise system stock and physical stock match, maintaining shrinkage rates below 0.5%

Won the 'Employee of the Month' award for surpassing sales target and dedication to customer service.

Education & Training

2021 - 2022 ● **Coventry University London**

MBA, Business Management

2014 - 2016 ● **National Institute of Fashion Technology**

Post Graduate Diploma Management, Retail Management

2010 - 2013 ● **University of Mumbai**

Bachelor of Commerce, Accounting and Commerce