

Priyadharshni M

Beauty | Foodtech & E-Commerce

📍 London, UK

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Languages

English (Fluent)

About

Professional with over 10+ yrs of work experience in Retail Industry- Business operations, Category Management, Buying & Merchandising, (Fashion Apparels, Makeup and Skincare categories) | E-Commerce & Food Tech industry.

Senior Manager - Business (Sales) Operations with experience in building and leading teams. Experienced in building efficient account management systems, creative sales, and marketing strategies for the assigned zone. Protecting margins and costs, building revenue thus contributing to a healthy bottom line in the P&L

Past retail experiences include launching brands, inventory planning, category management, building revenue, P&L management. I have extensive knowledge and strong capabilities in retail store operations, category management, inventory planning and management, brand mix, and space rationalization. On-boarded 50+ national and international color cosmetic brands to launch a category in the ECommerce platform.

Roles handled: Category Manager, Strategic Brand Management, Sales Operations, Buying, and Merchandising.

BRANDS WORKED WITH

Bigbasket.Com

Hypercity Retail (India) Ltd.

Hypercity Retail (India) Ltd. Full-Time

Lifestyle International Pvt Ltd

Shoppers Stop

Zomato

Experience

● Senior Manager Business Operations

Zomato | Jan 2019 - Jul 2021

I have managed and built order volumes, improved revenue and intake margins for the zone. Responsible for improving supply and penetration rate for the zone, maintaining fair market share, controlling over-spends, and protecting profitability for the zone. Spearheaded Ad Sale (Revenue) product division for City, set targets, directed and guided the team through to achieve targets. Review competition and have taken appropriate action to maintain market share.

● Category Manager

Bigbasket.Com | Jul 2018 - Dec 2018

Joined as the Category Lead Buyer for Color Cosmetics to launch the Beauty category on the site. During my tenure of 6 months, I have onboarded 50+ credible color cosmetics, both national and globally recognized. Brands onboarded: LAKME, LOREAL, MAYBELLINE, MUD, Wet n Wild, Nicka K, PAC, and more. Negotiated with brand partners for intake healthy margins and category launch offers. Planned inventory for all the new brands with no pre-historic sales, organically based on my previous buying experience.

[see less](#)

● Buying Manager (Color Cosmetics & Skincare)

Lifestyle International Pvt Ltd | Feb 2015 - Jul 2018

As a Buying Manager, (Color Cosmetics & Skincare) I have managed GMV worth 1bn+ (INR). Responsible for buying, and inventory planning (base stock) for 70+ stores across the country. Coordinated with the support functions like the finance team to make sure payments to the brand partners and distributors are made on a timely basis. Integrate with the marketing team for category promotions, category fests, and other promo activations. Harmonize with the legal team for contracts and supplier agreements that needs to be finalized to onboard new brands. During my tenure, I have registered year-on-year healthy growth for the

category, met the financial KPIs and targets for the category. Additionally launched brands like NYKAA, MYGLAMM, SUGAR, Wet n Wild, Makeup Revolution, to the existing brand portfolio.

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- **Department Manager (Fashion Apparels)**

Lifestyle International Pvt Ltd | Jul 2012 - Feb 2015

My day-to-day, responsibilities in the role included managing a team size of 25 people, meeting sales targets, ensuring the store is ready for customers with proper merchandising standards, briefing the team for the day, and motivating them to focus more on sales conversions. Further responsibilities include inventory control, customer service standards, presenting the monthly report,s and taking appropriate actions in the areas of concern.

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- **Customer Service Manager**

Hypercity Retail (India) Ltd. | May 2011 - Jul 2012

Achieve sales target, conversions, and increasing loyalty members.

Drive sales and performance by cost-effectiveness and customer-centered sales efforts.

Orchestrate all aspects of the daily operations: merchandise display, promotions,

inventory management, training, and promoting employees.

Train and mentor associates/team leaders on best practices in process, retail

management, and customer service.

- **Management Trainee**

Hypercity Retail (India) Ltd. Full-Time | Dec 2010 - Mar 2011

- **Management Trainee**

Shoppers Stop | May 2010 - Jul 2010

Education & Training

2009 - 2011 ● **JANSONS SCHOOL OF BUSINESS**

MBA, Marketing

2009 - 2011 ● **JANSONS SCHOOL OF BUSINESS**

Diploma in Entrepreneurship and Development,

2006 - 2009 ● **PSGR Krishnammal College for Women**

BCA - Bachelor of Computer Application,