

RESUME

KARTHIKEYAN.A

MANAGER – MARKETING & MERCHANDISING

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OBJECTIVE:

Experienced professional with 18 years of expertise in Marketing, Merchandising, Production, Costing, Quality Assurance, Supply Chain & Raw Material Sourcing, specializing in Knits & Woven Garments. Merchandising position where I can Implement the unique combinations of my experience knowledge in the garment field. Demonstrated a good track record of achieving on-time shipment rate and meeting commitments consistently with quality standards. Proven ability to lead cross-functional teams, optimize processes, and drive operational excellence in the textile industry. Also strongly believes in systems in place at required places.

STRENGTH, SKILLS & ABILITIES

- Good at cost management and price negotiations of the merchandise.
- Strong capability in planning and executing orders in the given lead time.
- Client and Vendor Management
- Excellent understanding capacity to do Team Work.
- Well-versed in coordinating efficiently with the in-house departments.
- Maintaining good relationships with the Buyers and Buying House and effective follow-ups by updating and responding immediately.
- Proven ability in achieving sales targeted & makes profit out of it.
- Remarkably good at trouble shooting and decision making and handling critical issues efficiently.
- Able to manage the team in an efficient way to get the results as expected from all the divisions.

WORK EXPERIENCES

1. INDUSTREE CRAFTS FOUNDATION, Bangalore, Marketing & Merchandising Manager, Since from 2021.

- Industree is a social entrepreneur company, works with women's at rural villages for the Textile garments and Sustainable Home décor products and supplying to National & International Brands.
- Understand the buyer calendar for the buying patterns & Develop the design as per the market trend, offers with the production friendly products by understanding the competitors in the market.
- Travel to meet the buyers for business with trend products along with the market study and research.
- Testing parameters - as per the buyers Quality/ Testing standards.
- Factory evaluations as per the buyer requirements and standards.
- Price Negotiations, Order confirmation, Approvals, Capacity and capability checking of supplier, Supplier freezing, Raw materials sources, Pre production meetings, Quality control team management, TnA Plan follow up, communications with the buyers & suppliers, Conducts Supplier review meetings.

- **Buyers Handled:** IKEA, H&M, Target, Rusta, Caravane, Crocodile, Fabindia, Synergy in **the textile and hard goods of Sustainable products.**
 - Attended various Exhibitions and Fair with our new designs and products.
2. **EASTMAN EXPORTS, Tirupur – Merchandising Manager - Oct' 2018 to Jun' 2021.**
 - Eastman - one of the leading apparel manufacturers of Textile industry in South India.
 - **Products Handled:** Men's & Kids T-Shirts with 200+ different styles at once and ladies wear.
 - Different print techniques and special washes like Tie & Dye, Acid spray,
 - **Buyers Handled:** Jacks of Fiji – Internationals & Indian Terrain, Trent, Shoppers stop - Domestic
 3. **YOUNG BRAND APPARELS, Chennai – Asst. Manager - Jul' 2015 to Sep' 2018.**
 - Young Brand is a Joint Venture of Brandot (USA), Intimark (Mexico) and Bannari Amman Group (India) one of the leading manufacturers of Underwear/ Inner garments, Camisoles and Boxers from Knits.
 - **Buyer Handled:** Marks & Spencer - UK, American Eagle – US, Hanes, TCP, Carrefour. US POLO and Vanheusen as Domestic brands.
 - **Products Handled:** Lingerie (T-61) department - Women's camisoles, Innerwear briefs – Exports, Men's briefs and Boxers - Domestic brands.
 4. **EASTMAN EXPORTS, Tirupur – Senior Merchandiser - Nov' 2010 to Jul' 2015.**
 - Eastman is one of the leading apparel manufacturers of Textile industry in South India.
 - **Buyer Handled:** Migros buyer from Switzerland for a value of 30 crores.
 - **Products Handled:** Newborn baby wear with the critical styles of full open rompers, pajamas.
 5. **DEE CEE Exports, Tirupur – Junior Merchandiser – Oct' 2009 to Nov' 2010**
 - Dee Cee is a of the great apparel manufacturers of Textile industry in Tirupur.
 - Joined as a Junior Merchandiser and handled the products development, experienced in all kinds of knowledge about the apparel industry in terms of Yarn, Knitting, Dyeing, Fabric, Cutting, Printing, Embroidery, Patterns, Sewing like all the processes and all kinds of washing processes and treatments.
 - **Handled buyers:** Calvin Klein Jeans, Diesel for Men's T-shirts & Tom Taylor for Ladies tops.
 6. **PRECOT MERIDIAN SPINNING MILLS, Pollachi – Deputy Technical Officer – May' 2008 to Sep' 2009**
 - Precot Meridian is a leading yarn manufacturing company in Tamilnadu and worked with different fibers from Cotton, Polycotton, Modal with the different counts at same time and its great experience.

EDUCATIONAL QUALIFICATION:

- **Diploma in Textile Technology** - Nachimuthu Polytechnic College, Pollachi, 2005 to 2008, 92.7%
- **Higher Secondary School Certificate** - Govt. Higher Sec. School, Dharapuram, 2003 to 2005, 44.0%
- **Secondary School Leaving Certificate (SSLC)** - Govt. High School, Elugamvalasu, 1998 to 2003, 88.4%

CERTIFICATE KNOWLEDGE & EDUCATION ACHIEVEMENTS

- MS OFFICE
- Got certificate for the entrepreneurship and management development cell

PERSONAL DETAILS:

Mother's Name : Arukkani
Date of Birth : 02-06-1988
Sex : Male
Marital status : Married
Nationality : Indian
Languages known : TAMIL, ENGLISH – Read, Write & Speak,
: TELUGU & KANNADA – Speak.

DECLARATION:

I hereby confirm that the information given above is true to the best of my knowledge.

(KARTHIKEYAN.A)