



Babu Jayaram

Marketing / Merchandising

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📅 19/01/1976 🚩 Indian

👤 PROFILE

To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills. Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. Hardworking and passionate job seeker with strong organizational skills. Ready to help team achieve company goals. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

👜 PROFESSIONAL EXPERIENCE

03/2024 – Present Dhaka, Bangladesh	Concord Creations General Manager - (Marketing / Merchandising)
06/2023 – 02/2024 Dhaka, Bangladesh	Hameem Group General Manager - (Marketing / Merchandising)
10/1998 – 05/2023 Bengaluru, India	Shahi Exports Pvt. Ltd., General Manager - (Marketing / Merchandising) - (Began Career with Shahi Exports as a Jr.Merchandiser)

LIST OF BRANDS HANDLED – NON-DENIM (WOVEN'S / KNIT'S) AND DENIM

Shirts Category (Men's / Boy's)

Kohl's Brands, PVH, Nautica, AEO, Polo Denim and Supply, Arrow, Izod, Geoffrey Beene, GH Bass, American Living, Sean John, Lucky Brand, Tichibo, Chaps.

Bottoms Category (Men's / Women's / Kids)

Kohl's Brands, VF Brands (Dickies, Timberland, Nappa, Vans) AEO, Lucky Brand, Nautica, American Living, Talbots, Tchibo, Chaps, Lauren Conrad, Simply Vera Vera Wang, Elizabeth James, Elle, Lee, Wrangler, Justice

Outerwear Category

Kohl's Brands, VF Brands (Dickies, Timberland, North Face), Snap On, Walmart - Brahma

Work wear Category

Walmart - Brahma, VF Brands (Dickies, Timberland), Milwaukee.

Denims - Bottoms and Outerwear

Kohl's Brands (Sonoma Women's / Men's / Apt9 / Mark Anthony / So Girls / So Juniors). VF Brands (Dickies), Lee, Wrangler.

Knits Category

Crew Neck, Polo T Shirts, Joggers

Dedicated Design Team for these Accounts since 2008.

SKILLS

- Product Development Support
- Market Analysis
- Production Method Development
- Washes and Treatment
- Presentation Skills
- Customer Relations
- Sales and Marketing
- Problem Solving abilities
- Adaptability and flexibility

SPECIFIC ACHIEVEMENTS

* Grew the Kohl's account from \$2 million to \$41 million (2009-23), leading a team of 25 members across design to shipments.

* Expanded VF Brands (Dickies, Timberland, Nappa, Vans, The North Face) from product development to shipments with a team of 45, increasing business from \$25 to \$35 million.

* Built and managed a high-performing team of 92 members direct reports.

LEADERSHIP

- Oversaw budget implementations and employee reviews.
- Implemented operational strategies to build customer and employee loyalty.
- Drove year-over-year business growth through operations, strategic vision, and long-range planning.
- Reduced turnaround time by introducing new methods, practices, and systems.
- Developed and maintained customer and supplier relationships through account development.
- Collaborated with cross-functional teams to develop innovative solutions.
- Developed and implemented strategies to increase sales and profitability.
- Motivated, trained, and disciplined employees to maximize performance.
- Managed team schedules, optimizing for coverage and individual strengths.
- Resolved problems promptly to improve customer satisfaction.
- Managed inventory by ordering precise stock quantities and implementing corrective actions to drive profitability.
- Maintained well-controlled inventory with minimal losses through robust monitoring and management.
- Analyzed customer feedback to identify areas for improvement and develop solutions.
- Cultivated strong relationships to improve customer service.
- Reviewed weekly sales data to identify and pursue customer orders based on sales reports.
- Analyzed market and delivery systems to assess current and future material availability.
- Identified opportunities to reduce lead times and improve inventory management.
- Researched and evaluated potential suppliers to determine best fits and identify cost savings.
- Generated purchasing reports to support management decisions, collaborating with the Sourcing team.
- Completed monthly profit and loss reports.
- Negotiated pricing and terms with vendors to secure best value.
- Managed a business with annual sales of \$35-41 million.

LANGUAGES

English, Hindi, Kannada, Telugu, Tamil

EDUCATION

Diploma in Computer Science (Bengaluru - Karnataka, India).

REFERENCES

Available upon Request