

TO

To whom it may concern

FROM

Vivekananthan
Krishnapillai
Divisional Manager
- Marketing and
Merchandising

DATE

VIVEKANANTHAN KRISHNAPILLAI

Divisional MANAGER -
MARKETING AND MERCHANDISING



Coimbatore, 641025, India



+917339577397



vivekbtech81@gmail.com

COVER LETTER

I am enthusiastic about the Divisional Manager - Marketing and Merchandising position. I discovered this opportunity through your company's career page.

I am confident I am a great fit for this role due to my eagerness to learn and my excitement about the offered opportunity. With 21 years of experience as a divisional Marketing & merchandising manager, I handled wovens/Denims & knits. I'm having strong problem-solving skills and a collaborative leadership style. My Education Textile technology further complements my professional background.

I am drawn to your company because I share its values and commitments. I am eager to contribute to its success with my energy and expertise in marketing and merchandising.

I am very interested in this position and believe my qualifications align well with the job requirements. I am available for an interview at your earliest convenience.

Regards,

Vivekananthan Krishnapillai



+917339577397



vivekbtech81@gmail.com



Coimbatore, 641025

ABOUT ME

Divisional merchandising manager with 21 years of vast experience successfully propelling in one of the largest Textile Company in India. Experienced managers of teams with several brands and divisions. Collaborative leader driven to develop high-performing teams. Creative and resourceful with strong initiative and problem-solving skills.

EDUCATION

Bachelor of Technology
Pavendar Bharathidasan college of Engineering and Tech / Trichy / 2005

- Bachelor of Technology in Textile technology, 2002 - 2005
- Graduated with 74%

Higher National Diploma
The karur polytechnic / Karur - INDIA / 2022

- Completed Higher National Diploma in Textile Processing
- Graduated with Distinction & 88%

SKILLS

Vivekananthan Krishnapillai

DIVISIONAL MARKETING AND MERCHANDISING MANAGER

WORK EXPERIENCE

Divisional Marketing and merchandising manager

Sakthi Infra tex pvt ltd / Perundurai - Erode / Aug 2021 - Present

- Sourcing of new buyers/ buying houses & Handling existing orders
- Working as a team to achieve the sales target
- Manage budget allocation and ensure cost-effective marketing initiatives across divisions
- Build strong relationships with vendors, partners, and internal stakeholders for seamless execution
- Ensure compliance with brand standards and corporate policies in all marketing activities
- Lead cross-functional teams to implement merchandising plans aligned with company objective
- Proposing new collections to buyers and attending meetings to confirm orders Costing negotiations and problem solving skills
- Buyers handling are KOHL'S, Apparel group, Quince, Sainsbury's, Tamnoon, Topitop.
-

Business development manager

B. D designs pvt ltd / Chittagong - Bangladesh / Dec 2020 - Jul 2021

- Identify and pursue new business opportunities to expand client base and increase revenueDevelop and maintain strong relationships with key clientsCreate and deliver compelling sales presentations and proposals to potential clients
- Develop and maintain strong relationships with key clients
- Setting goal of turnover
- Team player to achieve the goals
- Buyers handled are Ware house group, Boardriders, QVC.

Divisional merchandising manager

Poppys knitwear pvt ltd / Tirupur - Tamil Nadu - INDIA / Nov 2017 - Nov 2020

- Collaborate with cross-functional teams to ensure alignment on brand and category goals
- Manage vendor relationships to negotiate pricing, terms, and promotional support
- Lead and mentor merchandising team to achieve performance targets and professional growthproper
- planning of production, raw materials, trims & accessories to achieve target
- Working as an team to achieve the set target, costings & negotiations

Marketing and merchandising expertize

Skilled communicator

Persuasive negotiator

Exceptional Multitasker

Planogram familiarity

Organized Team player

Energetic and outgoing

LANGUAGES

English

Tamil

Malayalam

Hindi

Bengali

Kannada

PERSONAL DETAILS

Date of birth
20 Mar 1981

Nationality
Indian

Visa status
Need visa

Marital status
Married

Passport no.
Z3557354

- Buyers handled are Mothercare - kids, Carrefour - Kids & Toddlers, Johnlewis - kids underwear

Senior Marketing and merchandising manager
Beximco textiles division / Dhaka - Bangladesh / Nov 2011 - Jul 2017

- Setting sales target brand wise according to the meeting had with buyer
- Communicating with buyer for orders and its production
- proper planning of production, raw materials, trims & accessories
- Analyze market trends and consumer insights to identify growth opportunities.
- Manage budgets and allocate resources effectively across marketing campaigns.
- Booking the orders, follow up with fabric, trims and accessories and getting approvals
- Planning the production with the allotted factories
- Buyers handled are Zara, Bershka, Primark, Elcorte ingles, Stormtech

Senior Merchandiser
Eastman exports pvt ltd / Tirupur - INDIA / Aug 2009 - Nov 2011

- Communication with buyer & buying houses
- Followup with buyers for the approvals
- Organizing & follow up with yarn, fabric, trims and accessories
- Handover the production file to production merchant with all the approvals
- Buyers handled are old navy

Production Merchandiser
Meridian apparels pvt ltd / Tirupur - INDIA / Jul 2007 - Jul 2009

- Communicating & connecting head office with the factory
- Following the Bulk fabric, trims & accessories and costing
- Communicating with planning department and planning the orders in the factory
- Production followup and reporting to the concerned merchandising heads
- Communicating with the commercial dept& forwarder and handover the goods to forwarder
- Buyers handled are Bonmarche, Carrefour, Tomtaylor,T.C.P, C7P, River island, Kiabi

Assistant Merchandiser
Shahi Exports pvt lts / Bangalore - INDIA / Jun 2005 - Jun 2007

- Developing the fabric, trims and accessories
- Followup with the development samples
- Followup with the order samples
- Organizing the fabric, trims and accessories for samples
- Buyers handled are Pacific sunwear, walmart, Old nav

Achievements

.Sourced New buyers from U. S. A, Latin America, Europe, Israel, Australia, Canada
Drove \$10 Million USD annual business from independently sourced buyers and by directing high performance team of 23 members