



## Contact

### Phone

+91-8652573905

### Email

paulabhishek93@gmail.com

### Address

Rashmi Height A wing Flat  
no.203,Opp Balaji Banquet  
Hall,Vasai (E) Pincode:-401209

## Education

2015 - 2017

**MBA in marketing**

**St.Francis Institute of  
Management & Research**

Mumbai University

2011 - 2014

**Bachelor of Management  
Studies (BMS)**

**Gokhale College**

Mumbai University

## Professional Skills

- Online Marketplace
- B2C E-commerce
- Business Development
- Vendor Management
- Purchase Negotiation
- Inventory Planning
- E-commerce
- Assortment Optimization
- Strategic Sourcing
- Key Account Relationship
- B2B sales & Client Relationship
- Inventory Management
- Pricing Strategy & Driving Sales
- Warehouse management & SKU replenishment

# ABHISHEK M.PAUL

## Category Management

I am a qualified with Master of Management Studies degree in Marketing & Operation, 7 years of experience in Retail , E commerce, B2B , & B2C sales & warehouse inventory management & planning. Pricing strategy from brand to engage the customer & drive the sales. Team management skills to achieve the targets or any tasks is been given. And a team player try to adapt new learning skills to get the work done. Assortment selection & Brand building which would be good for future businesses.

## Work Experience

### Nov.2024 Clicktech Pvt. Ltd.Vendor Management Associate

- **Managing inventory & product listing at Ecommerce platform.**
- **Maintaining a client relationship with brands vendor to deliver stock on time to run business smoothly.**
- **Raising POs & allocating the stocks. Create new launches SKUs.**

### Nov.2021 - Nov.2024

Croma Tata Enterprises

Associate Buying ( Inventory Controller)

- **Managing inventory & product placement for laptops & IT accessories in stores as per the SOP planogram set by the company which is been shared with the brands as per strategic decision.**
- **Business Margin discussion from which the channel business is to be drive. And handled the omni channel business.**
- **Calculation of the supports backhand & frontend support in the end of month.**
- **Maintaining a relationship with the brand's vendor to deliver stock on time to run business smoothly. Listing of the new launch SKUs creation in the system & to make it live on other platform for better visibility.**
- **Brand building & Brand development is been discussed with the brand for future perspective. No's & Percentage is been discussed on quarterly, half yearly & yearly basis to be achieved by comparing LY to TY.**
- **Time to Time communication with the warehouse team & store team for proper hygiene check as per the company standard. To maintain the proper Data & Sales Reports is been shared & updated on daily basis.**
- **Channel sales closure is been done from category end by adding the store for easy delivery to the customer. Suggestion is been given for placement of resources on the store as per customer footfall.**
- **Managed & closed many B2B deals across India . Dealer networks managed across India for the incremental sales.**
- **Laptop brands worked with HP, Dell, Lenovo, Acer, ASUS, Fujitsu, Dyson, Philips, Havells, Xiaomi, Nikon, Canon etc.**

### Aug.2019 - Nov.2021

Flipkart India Pvt. Ltd.

Senior Business Development Executive

- **Onboarding New seller Accounts on E commerce in other category & to list their products on platform to make it live. SEO is been used to check which product is mostly been searched by customers & avail those products on platform.**

# Language

English

Hindi

Marathi

Gujarati

Bengali

## Technical Skills

- Microsoft Office  
Word  
Excel  
Powerpoint
- Advanced Excel
- Microsoft Power BI
- Salesforce Software & Cloud
- SAP ERP Software
- Oracle Seller System
- Certified in MScit
- Certified in 30 to 40 WPM
- Certified in Digital Marketing
- Certified in Export Course by Indian Merchant Chamber

- Launching new Brands on portal from other E commerce platforms by discussing the margins & profitability of business. Different Tools is been used by platform to generate CPC ( Cost Per Click) & PPC (Pay per Click Campaign).
- Achieving highest Seller award Onboarding & growing their business from 0 to 4X sales in year of 2019,2020 & 2021. Planning Price & Promotion strategy with sellers by engaging them in Opt-in, regular seasonal sales & provide KAM facilities.
- To accelerate their business & compete with big brands of nation or international. Solving the seller issues & clearing their dues with the portal.
- Guiding them to raise ticket through the portal & in Flipkart tenure achieved maximum no. of targets & completed all the task on time.
- Managed many General Trade sellers, Exporters, Wholesalers & MSME manufacturers E commerce account across Mumbai region & PAN India.

### ○ Dec 2018 - June 2019

Ethicon Johnson & Johnson Surgical Equipments  
Business Development Executive

- Looking after for BMC Hospitals for whole Mumbai Area product was handled is Hernia Kit Treatment Solution along with the Mesh. Meeting with the Senior Doctors, Resident Doctors & Junior doctors to consult & use in the product in operation theatre for their patient.
- Time to time meeting with the Purchase dept. hospital staff Nurses, ward boys, male nurses to remind & collect the stock from the stockist for the patient.
- Regular Training program was to be conducted for the doctors in the supervision of Dean of Medical college, Senior Doctors in their medical campus or in our branch office.
- Working closely with our vendor appointed to process the orders which is been raised by the hospitals & after replenishing the material clearing the payments accounting from the BMC HQ municipal corporation.

### ○ Feb 2017 - Mar 2018

OPPO MU Pvt. Ltd.  
Sales Executive ( Team leader)

- Managed & handled a team of 25+ of Western Suburb in LFR ( Reliance Digital) for Oppo Mobiles. to drive business from Stores. Providing Training for New Product Launches, Sales Pitch, Dressing Etiquette's, Convincing Skills, Countering with USP of the Product, Competitors Pros & Cons analysis.
- Driving Sales through Festive & Celebrity Endorsement Events.
- Time to Time maintaining relationship with Store Staff Management to place counters & product placement at a visible site & training to Store Staff.
- Managing the inventory of SKU lineup to have continuity of Sales.
- Achieving highest sales in Festive Events. And received many awards recognition through the management.
- Managed & worked as a sales trainer in a general trade market to drive the business through shop owners by providing attractive margins, offers & resources.
- Trained & handled 100+ brand promoters through out the region.

