

# TANIYA JOSEPH

Training Manager

## Contact

### Address

New Delhi, DL, 110092

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## Skills

Makeup Artistry

Excellent

MS Office

Very Good

Content Creation

Very Good

Interpersonal skills

Excellent

## Languages

English

Excellent

Hindi

Excellent

Proficient training manager with extensive experience of developing training programs, conducting country-wide sessions and expert in designing curricula and training programs aligning with brands' strategic goals, mission and vision while consistently pursuing opportunities to improve service delivery. Highly skilled in content development, initiatives, and leveraging learning solutions to achieve education goals.

## Work History

2019-11 -

Current

### Assistant Training Manager

*The Body Shop, Boddess, Anastasia Beverly Hills*

- Trained and educated staff by conducting demonstrations, meetings, conferences and workshops.
- Lead content creation for the brand on social media to increase consumer engagement and spread brand awareness.
- Done Instagram lives for India, Srilanka, Nepal and Bangladesh for consistent consumer engagement and to be on trend.
- Assisted marketing team in creating the graphic design sales ads for monthly promotions.
- Increased engagement on Instagram by 65% in the first year.
- Evaluated success of training programs and recommended improvements to upper management to enhance effectiveness.
- Drove departmental performance and achievement of Makeup category through focused team operational reviews, structured coaching and managing to enterprise targets and achieve a growth of 13%.
- Assessed skill gaps for employees in makeup category and developed training courses to meet identified needs.
- Reviewed and edited all training materials for accuracy and company policy compliance.
- Done various number of live sessions on social media platforms for the Brand on numerous themes and social causes.

- Managed new employee orientation training process for more than 100 employees each month.
- Organized and edited training manuals, multimedia visual aids and other educational materials.
- Conducted training courses and prepared videos for long-term use.
- Led daily, weekly and monthly coaching, counseling and feedback sessions.
- Created Looks of the Month for Pan India, Srilanka and Bangladesh region.
- Organized monthly Masterclasses for educational sessions with consumers across India and virtual masterclasses for Nepal, Bangladesh and Sri Lanka.
- Given interviews for Media activities and opportunities of the Brands.

2019-03 -  
2019-10

## **Store Manager**

*Estee Lauder*

- Achieve required retail sales targets set by Company and increased sales by 20%.
- Generating sales from staff and motivating them to achieve good sales figures and KPIs.
- Doing backend processes like Billing, generating credit notes, Returnable Gate Pass(RGP), Non-Returnable Gate Pass (NRGP), Merchandise Exchange Pass (MEP), etc.
- Preparing Morning briefing sheets, Day closure reports, weekly and monthly reports.
- Preparing quarterly event calendar, work roster, monthly action plan, gratis order and stock & tester orders.
- Doing weekly staff review and preparing their personality development plan.
- Preparing monthly store sale projection & category wise contribution sheet.
- Handling exchange customers and other customer queries.
- Visual Merchandising according to planogram and company standards.
- In-store HR, makeup & skincare training to staff and new joiners.
- Doing Store audits, Stock physical/global count and

inventory scanning(PICS).

2014-11 -  
2019-02

## **BEAUTY ADVISOR**

*Estee Lauder*

- Achieve required retail sales targets set by the Company.
- Ensuring the timely execution of education, monthly events and sell-through initiatives through call-cycle management, sales analysis.
- Conducted skill tests for the new applicants.
- Educate the team about the alternate uses and benefits of all the products relevant to their needs.
- Actively managed the store in the absence of the Store Manager, by maintaining all the monthly reports, stock and tester order forms and daily sales reports.
- Have taken Make-up sessions, briefings and educating the clients about the importance and up keep of excellent Skin Care and appropriate make up trends and tips.
- Created and managing the social media account of the Estee Lauder Select City Walk Store, by updating the new launches, in-store events,supercharged tips and tricks for all the products.
- Carry out any other duties as may be required to support the Store/SSEManager or the Company from time to time.
- Help colleagues and team efficiency by being flexible and taking on tasks as required.
- Maintain high standard of personal grooming as required by the Company.

2012-12 -  
2014-10

## **Skin Expert**

*Kaya Limited*

- Playing a vital role in promotional campaigns by delivering the highest standards of customer service, and by getting behind key offers and promotions in-store, helping customers to discover the range of products that we have to offer and responding to every customers' needs and requests.
- Demonstrated expertise in guiding the development

and implementation of promotion plans and handling communications for the Brand.

- Defining requirements, establishing the sales and service network, monitoring post service activities like follow-up with customers, service remainders etc.
- Ensuring Speedy resolution of queries & grievance, maintaining excellent relations with clients to generate avenues for additional business.
- Supervising and monitoring the performance level sales & service staff for ensuring customer service and accomplishment of sales targets.
- Supervising and monitoring the stock audit and cash audit on quarterly basis.
- Encourage the staff to prompt customer for home shopping, product delivery.
- Also played a vital role in internal brands meeting held quarterly, pondering on the sales and marketing criteria.
- Monitoring and maintaining CRM data, inventory report, sales report, KPI reports, lost sales report on daily basis.

2011-04 -  
2012-11

## **Fashion Consultant**

*Fab India*

- Offering suggestions to clients in improving wardrobe collections and makeup accessories.
- Preparing samples of fashion accessories, clothing and styles of various fashion shows.
- Organizing private consultations.
- Providing assistance to clients in closet organization.
- Updating clients with latest seasonal wardrobe collections.
- Analyzing suitable colors, cuts and designs for clients of outfits and jewelry.

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## **Education**

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### **High School Diploma**

QUEEN MARY'S SR. SEC SCHOOL - New Delhi

### **Bachelor of Arts**

