



GAYESHI FERNANDO

MERCHANDISE ANALYST

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EXECUTIVE SUMMARY

As a Merchandise Analyst with a decade of experience spanning the retail, fashion, and insurance industries, I bring a results-driven approach to optimizing inventory management and catalyzing sales growth. My career is marked by a steadfast commitment to maintaining over 80% stock accuracy, showcasing my precision and dedication to operational excellence. I have demonstrated leadership in overseeing the entire product lifecycle, from its inception through to production, guaranteeing timely delivery and high customer satisfaction. My proficiency in dissecting sales data is instrumental in shaping strategic initiatives, enhancing performance, and providing pivotal insights for executive decision-making.

KEY SKILLS

- Inventory Management & Optimization
- Customer Service Excellence
- Leadership & Team Collaboration
- Problem Solving & Critical Thinking
- Effective Communication
- Time Management

SIGNIFICANT CAREER HIGHLIGHTS

Profitability and Revenue Optimization

- » Catalyzing a 15% uplift in sales through the strategic elimination of low-performing products.
- » Lead inventory control initiatives, securing an impressive 80%+ accuracy in stock levels and enhancing replenishment processes.

People Management/ Leadership & Mentorship

- » Initiated and led quarterly performance reviews with particular stakeholders, achieving double-digit improvement in supplier performance and securing cost reductions aligned with revenue targets and quality standards.
- » Team members received continual coaching and training to make sure they were in line with market trends.

CAREER HISTORY & ACHIEVEMENTS

Merchandise Analyst | UAE

09/2023 – current

HOME CENTRE, LANDMARK GROUP

Home Centre is a member of the Landmark Group. Home Centre, a prominent home retailer in the Indian subcontinent, North Africa, and the Middle East, provides a wide and striking selection of kitchenware, bed & bath, furniture, and home furnishings.

Key Achievements:

- Conduct inventory control projects including audits, cycle counts, mock counts, and stock takes. Ensure that stock levels are accurate to within a spectacular 80% or more, and improve replenishing procedures.
- Developing in-depth monthly reports that offer vital information on space usage, sales patterns, and promotional tactics.
- Increasing revenue by 15% by strategically getting rid of underperforming products
- In charge of inter-store transfers and online order fulfillment while maintaining high standards of client satisfaction.

Executive Merchandiser| SRI LANKA
STAR GARMENTS PRIVATE LIMITED

06/2016 – 06/2021

As the leader in Sri Lanka's garment sector, Star Komar has witnessed a rise in attention to sustainable projects and technological advancements in an effort to influence changes in the sector as a whole as well as regional business practices. It now plays a significant role in the Sri Lankan garment sector and greatly boosts the country's economy.

Key Achievements:

- Ranges of products with an emphasis on men's and women's clothing were expertly maintained for well-known US clients like Lands' End and Bombas.
- Built effective connections with manufacturers and buyers to obtain FIT and seal sample approvals.
- Meets all deadlines in accordance with the buying team's (USA) time and action plan and delivers the shipments 100% on time.
- Optimum fabric distribution to meet order requirements and preserve inventory effectiveness. Improved communication channels for speedy tech pack approvals and material arrangements, which reduced production delays.

Junior Executive| SRI LANKA
AIA INSURANCE LANKA LIMITED

05/2012-05/2016

AIA is a major force in the country's insurance market. devoted to making a positive impact on the economic and general well-being of Sri Lanka. offers a variety of retirement, health, and savings options for individuals, big corporations, and small and medium-sized businesses, all while protecting clients at every stage of their lives.

Key Achievements:

- Performed in-depth background research to perform thorough risk evaluations and premium computations for clients.
- Encouraged cooperation with medical professionals to gather crucial client information for well-informed choices.
- Monitored reinsurance procedures, guaranteeing calculated risk reduction.
- Kept thorough records for client correspondence and policy underwriting.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (M.B.A.) – 2024-Completed
UNIVERSITY OF WALES TRINITY SAINT DAVID, UK

Merchandising Management Diploma– 2017-Completed
SLITA-SRI LANKA

LANGUAGES

- English