



MANSI BAVISHI

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Summary

Dynamic result-driven management professional with 10+ years of diversified exponential experience in procurement, merchandising, key account management, vendor management across multiple channels of TV, Wholesale, manufacturing & retail business within the luxury industry.

SKILLS & KNOWLEDGE

Business Skills

- ◆ Planner
- ◆ Negotiator
- ◆ Results Driven
- ◆ Research & Planning
- ◆ Time Management
- ◆ Analytical and critical thinking

Communication Skills

- ◆ Assertiveness
- ◆ Attentive Listener
- ◆ Relationship building
- ◆ Ability to motivate others
- ◆ Training & Development
- ◆ Customer Focus

Interpersonal Skills

- ◆ Adaptability
- ◆ Empathy
- ◆ Work well under pressure
- ◆ Multi-tasking
- ◆ Good Financial Acumen
- ◆ Identify & Solve problems

EXPERIENCE & ACCOMPLISHMENTS

Customer Relations Manager: BEETBOX (Startup Vegan Meal Kit Company Dubai) - Jan 2021 – Current

Responsible for multiple Roles – support business growth, drive customer engagement & retention, enable operations transformation. Role involves working closely with CEO and Kitchen team.

Key Roles:

Customer Relations

- Management of existing customers with focus on **customer satisfaction and customer retention** (customer Lifetime Value - Average Purchase Value, purchase Frequency, customer value & customer duration)
- Resolve product & service-related issues.
- Special attention given to customers acquired through Marketing Campaign with focus on conversation rate.
- Driving the end-to-end process – Product Information, sales, order taking, Kitchen coordination, Payment, logistics & delivery.

Logistics

- Working closely with our Logistics Partner Ahoy & Transcorp (Control, implement & Support Functions) & ensure successful adoption of the platform across the business
- Timely pick up & delivery. Deliver under tight timelines and executing last-minute requests.

Business Analysis

- Gather, organize, analyze customer & product data to understand consumption, inventory & shipment trends and make relevant changes to weekly demand forecast to ensure excellent supply performance.
- Creating a detailed business analysis, outlining problems, opportunities, and solutions for the business
- Working to **forecast accuracy** with focus on weekly, monthly & quarter sales to plan marketing activities.

Operations

- Recommend, implement & execute new systems, procedures to increase efficiency.

Key Achievements:

- Increased Upselling Rate by 35% & minimize the abandonment rate by 30% in 10 months.
- Increased productivity by 60% (kitchen move & changes in operations) in 10 months.
- Decreased the rate of daily active issues by 70% in 10 months
- Maintained 85% of the current customer base in 10 months.
- Introduced & developed data quality metrics of weekly, monthly, quarterly sales to create future recipes

HR & Operations – Ewhale & Catchy (Sister Concern Ecommerce Startup Dubai) March 2019 – May 2020

Part of CEO's main team – Internship module, responsible for designing and delivering strategic HR initiatives to ensure development of a progressive and robust HR function.

Key Roles:

HR Effectiveness

- Conducted HR Audit to assess critical HR processes, roles and work flows and evaluated their effectiveness to ensure HR function is supporting business operations at the right pace.
- Provided recommendations on improving in the HR function in context of the business strategy.

Recruitment

- Manage & Train Hr. team of 6 Interns - Hiring activities, from creating requisitions, advertising open roles, screening to interview candidates, closing hires & preparing offers
- Recruitment responsibilities include connecting potential candidates online & offline, screening applications & supporting hiring managers

Business Development

- Lead **Marketing & Sourcing** Dept and transformation initiatives arising from specific business needs.
- Creating a sales pitch & training the interns for communicating the pitch.
- Develop a **growth strategy** focused both on financial gain and customer satisfaction
- Negotiating with suppliers and vendors to secure advantageous terms.
- Reviewing existing contracts with suppliers and vendors to ensure on-going feasibility.
- Building and maintaining long-term relationships with vendors and suppliers.

Key Account Manager - MERCHANDISING & SALES - 7cs Diamond Jewelry Trading, Dubai 2016 to 2019

Responsible for Key Accounts: • Malabar Jewelry • Joy Alukkas • Jewel Corner

Key Role:

- Analyze sales figures**, customers reactions and market trends to anticipate product needs and plan product ranges/stock.
- Overseeing all key account management functions ranging from creating and presenting designs to the client, deciding on the price points, target audience and look and feel of the collections created.
- Planning and executing **occasion-based projects**, consistently achieving personal and company sales targets on a monthly, seasonal, and yearly basis in addition to augmenting the achievement of business objectives as a team.
- Identifying underperforming articles and potential remedies in addition to undertaking regular store visits to identify missing categories.
- Managing all elements of the **product life cycle** in accordance with customer requirement, proposing and executing annual sales and design calendar for unification of all divisions towards the achievement of business goals.
- Assuming responsibility for product selection, driving sell-through performance by means of critical analysis and devising the collections story, in a way that allows the retailer's staff to communicate the key messages to the customers

Key Achievements:

- Employee of the month Award.

Previous Professional Experience:

Partner & Retail Store Buyer | Glint Diamond Jewelry (India Delhi) | 2012 – 2014

Buyer & Vendor Manager | The Jewelry TV channel (UK, USA & Germany) | 2007 – Oct 2011

Senior Merchandising Manager | Shankar Jewels (India Mumbai) | 2003 – 2007

PROFESSIONAL TRAINING & EDUCATION

DIPLOMA IN JEWELRY DESIGN AND MANUFACTURE

Jasani Department (India) December 2002

HOME SCIENCE WITH ARTS – PHYSIOLOGY MAJOR

SNDDT University, India (1998 – 2000)

LANGUAGES

English – Fluent

Gujarati – Native

Hindi – Native