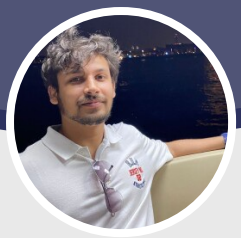
ROHIT KUMAR MISHRA



Personal

Address
Flat 205, Zareebat Doi Building, Al Hamariya, Bur Dubai
47715 Dubai

Phone number
+971504130687

Email
rohit95mishra@gmail.com

Nationality
Indian

LinkedIn
linkedin.com/in/rohit-mishra-83952b115/

A professional with comprehensive background leading all aspects of catalog and merchandising services for start-up companies. Offering a sterling experience of over 4+ years across the fashion & e-commerce industry.

Work experience

E-Commerce Merchandiser
Jun 2017 - Feb 2019
Shakti Trendz Pvt Ltd, Bengaluru

*Engage with stakeholder teams and agencies to plan the photoshoot and create quality catalog images for the new products.
*Responsible for brand onboarding various e-commerce portals.
*Sales analysis of the products and planning for next season.
*Follow-ups of product sampling-shoot and bulk inward and dispatch. Maintaining inventory records.

Catalog Executive
Mar 2019 - Mar 2020
Spoyl Tech Solution Pvt Ltd, Bengaluru

*Preparing and maintaining data of sales and conversions through various marketing campaigns.
*Planning products placement of private label brands at Spoyl app and website.
*Providing data for sales, product, inventory, replenishment options to PL team as required.

Catalog Executive
Apr 2020 - Mar 2021
Merch Lifestyle Pvt. Ltd., Bengaluru

*Prepared for the digital launch of a women's fusion wear brand SAAKI on an e-commerce platform(Shopify)
*Setting up the customer journey for the brand.
*Website plugins handling and Performance Marketing.
*Responsible to drive continuous improvement and automation on the website to allow us to scale a fast-growing business.
*Follow product development, and creating content for the product launch.

Manager - E-Commerce & Digital Marketing
Apr 2021 - Aug 2021
Merch Lifestyle Pvt. Ltd

Planning monthly marketing plan and BAU plan and executing.

Catalogue Executive
Aug 2021 - Present
Apparel Group, Dubai, UAE

Responsible for product's content delivery on time before goods delivered.(30k+ Options in Fashion)
Syncing data's of departments at one place and report making.
Inventory management.
Cataloging for private website.

Education and Qualifications

Bachelor of Fashion Technology
Jul 2013 - May 2017
National Institute of Fashion Technology (NIFT), Hyderabad

Apparel Production

Skills

Excel
Shopify