

Nilam Mehta

RETAIL MERCHANDISER

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DOB: Jun 15, 1998, | IIM Rohtak | FDDI Noida || Open to Remote | Open to Relocate | Open to Hybrid

PROFESSIONAL SUMMARY

Results-driven **Retail Merchandiser** with 4 years of experience in Retail merchandising, **inventory management**, and **retail analytics**. Skilled in, **sales forecasting**, and **strategic stock allocation** to drive **revenue growth and improve sell-through rates**. Expertise in **KPI tracking, competitive analysis, and data-driven strategies** to maximize profitability. Strong collaborator, aligning with **global merchandising strategies** to enhance customer experience and business impact.

EXPERIENCE

06.2024 - Present Retail Merchandiser

Converse India

Department- **Buying & merchandising (E.com, Brick & mortars & Franchise)**

- **Inventory Planning & Stock Optimization** – Managed end-to-end inventory planning, ensuring optimal stock levels, minimizing stockouts, and achieving 97%+ product availability across all channels.
- **Allocation & Replenishment** – Led automated allocation and demand-driven replenishment strategies to maximize store & Online channels productivity and enhance sell-through rates.
- **Sell-Through & Markdown Management** – Developed data-driven markdown strategies, monitored product performance, and optimized stock rotation to drive profitability.
- **Stock Accuracy & RFID Implementation** – Ensured inventory integrity by supporting RFID compliance, cycle counts, and stock reconciliation to reduce shrinkage.
- **Supply Chain & Logistics Coordination** – Optimized warehouse stock flow, SKU management, and delivery schedules in collaboration with logistics and distribution teams to streamline operations.
- **Assortment & Merchandising Strategy** – Managed product ranging, seasonal assortment planning, and competitive pricing analysis to align with market demand.
- **Omnichannel & E-Commerce Optimization** – Enhanced digital merchandising, SEO, and conversion metrics (PPV, ATC, CTR) Analysis to improve online sales performance.
- **Cross-Functional Collaboration** – Partnered with **Merchandising, Supply Chain, Planning, and Buying Teams** to align inventory strategies with business goals and market trends.

11.2022 - 05.2024 Sr. Ex Merchandiser

Da Milano Leathers, Delhi, India

Department- **Buying & merchandising (E.com & Brick & mortars)**

- **Demand Forecasting & Assortment Planning** – Predicted sales trends, purchased inventory based on market demand, and optimized assortment selection through seasonal performance analysis.
- **Sales & Inventory Management** – Developed and managed monthly sales targets at sub-category & store levels while planning and controlling stock levels using Open-to-Buy (OTB) strategies.
- **Stock Optimization** – Identified fast & slow-moving inventory, implemented markdowns & promotions, and ensured optimal stock availability & replenishment through data-driven planning.
- **Vendor & Retail Analytics** – Managed return-to-vendor (RTV) processes to minimize dead stock while leveraging retail analytics for assortment planning, pricing strategies, and inventory efficiency.
- **Cross-Functional Collaboration** – Worked closely with sales, Store operation team, marketing, and supply chain teams to align merchandising strategies with overall business goals.
- **Trend Analysis & Range Development** – Researched and benchmarked industry trends to develop a strategic product range, ensuring alignment with market demand and consumer preferences.

07.2021 - 11.2022 Buyer/Merchandiser

NYSAA Retail Private Limited, Delhi.
Department- Buying & merchandising

- **Assortment Planning & Stock Allocation** – Planned product ranges and stock levels based on sales trends, ensuring an optimal mix of styles, price points, and brands to maximize profitability.
- **Sales & Performance Analysis** – Analyzed bestseller performance (price, colors, styles) and slow-selling inventory, implementing price reductions & promotions to drive sell-through and revenue growth.
- **Open-to-Buy (OTB) & Inventory Control** – Managed OTB inventory, ensuring maximum profitability through strategic stock purchasing, replenishment planning, and demand forecasting.
- **Market Research & Trend Benchmarking** – Conducted trend analysis, industry benchmarking, and competitor research to develop data-driven buying strategies aligned with customer preferences.
- **Data-Driven Decision Making** – Prepared monthly & quarterly sales and stock reports, leveraging retail analytics to optimize buying decisions, pricing strategies, and inventory efficiency.

PROJECTS

08.2024 - 10.2024 New Store Opening - Stock & SOP implementation

Developed and executed a store stock allocation strategy and SOP framework, aligning global display standards with India's regional sales insights to optimize inventory & drive sales. Collaborated with the warehouse operations team to ensure accurate stock replenishment & efficient execution.

Converse India, Mumbai, India

03.2023 - 04.2023 Airport Customer-Specific Product Development

Analyzed Indian airport consumer behavior to develop a targeted product range.
Da Milano Leathers, Delhi, India

ACADEMIC QUALIFICATIONS

02. 2025 – Present Product & Brand Management

IIM Rohtak (Certification Course)

01.2019 - 12.2021 MBA in Retail and Fashion Merchandise

Footwear Design and Development Institute, Noida (UP), Noida, India Results:
(GPA: 7.6)

01.2016 - 12. 2019 B.F. TECH in Fashion Technology

St. Xavier's College Ranchi. Jharkhand
Results: (GPA: 7.13)

SKILLS

Merchandising & Buying – Retail merchandising, Assortment Plan, Online, PPV, Stakeholder Management, Design and Implementation, Negotiation, Site Merchandising.

Inventory Management – Inventory Optimization, Order processing, Supply chain, Turnover

Data Analytics & Insights- Data Analysis, POWER BI, Analytical Skills, SEO, Metrics, Roadmap

Technical Proficiency- Advance Excel, Power BI, ERP, Google analytics, ILLUSTRATOR

Soft Skill- Communications, Monitoring, Strategic growth planning.