

Nilam Mehta

RETAIL MERCHANDISER

Gurugram, Haryana, India | Tel: +918409882204 | E-mail: nilam.mehta156@gmail.com |

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 & Stock Management** – Optimized allocation, replenishment, and forecasting to ensure 97%+ product availability and minimize stockouts.
- **Sales & Category Performance** – Led sell-through optimization, markdown strategies, and data-driven analysis, increasing revenue and inventory turnover.
- **Sell-Through Tracking** – Monitored and evaluated the performance of key campaigns and product franchises, identifying areas for improvement.
- **Assortment & Ranging Management** – Managed all BU ranging activities in RMA, ensuring compliance with seasonal timelines set by the MOPS team.
- **Competitive Analysis & Commercial Input** – Conducted market research and competitor analysis to refine product assortment and pricing strategies.
- **Retail & Consumer Insights** – Analyzed the EM retail landscape, including distribution points, market share, competitor positioning, and pricing trends.
- **Cross-Functional Collaboration** – Partnered with Category Managers, Product Teams, and Supply Chain to execute effective merchandising strategies.
- **E-Commerce & Digital Optimization** – Improved SEO, site merchandising, and key engagement metrics (PPV, ATC, CTR) to enhance conversion rates.

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.

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)

ACHIEVEMENTS

1. 1st Position in Kabaddi & Badminton Tournament FDDI Sports Club (2019-2020)

2. Best Garment design & Construction
Khadi India, Design & Construction Contest (2017-2018)

PROJECTS

08.2024 - 10.2024 Store Stock & SOP planning & implementation

Converse India, Mumbai, India

03.2023 - 04.2023 Airport Store-Specific Product Development

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

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