



Anoop Singh

Sales Manager | Retail Operations

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Strategic planner in operations possessing 8+ years of sales management experience in retail dashboard.

Work Experience

Sales Manager

Omaxe International Bazaar

08/2018 – 03/2020

New Delhi, India

Achievements/Tasks

- Opened 55 stores in different categories from Lighting, Home Décor, Furniture, Bath Tubs, Toys & Lingerie.
- Finalizing SOP's for Sales, Exchange & Refund, Staff checklist, Store Audit, Sales Promotions & Stock flow.
- Actively mapping all the brand in completion to evaluate the merchandise quality, variety & pricing.
- Managing, Training & Grooming a team size of 140 about the concept, product & software.

Retail Store Manager

Danube Home

03/2018 – 07/2018

Dar es Salaam, Tanzania

Achievements/Tasks

- Ensure profitability and smooth operation of store size 3000 sqmt.
- Campaign & promotion planning for the coming month. Ensuring social media activities everyday as per plan.
- Directed daily operations, including customer service, sales, inventory control, maintenance, and staffing.
- Driven key KPI's - People development, Product sell thru, Shrinkage and P&L.
- Actively help and plan buying for Brand and ensure merchandise is available as per offer requirement.

Deputy Manager- Response

The Times of India

07/2016 – 03/2017

Mumbai, India

Achievements/Tasks

- Conceptualize the Brand Campaign and ensure flawless execution.
- Competition mapping, analysis of market spends & market share. Guarding the BCCL market shares of existing advertisers by working out customized loyalty schemes.
- Liaising with Media Agency & Client mapping to increase revenue YOY.
- Activation of non-print advertisers in Print through relationship building & creating awareness about the concept of employer branding.
- Critically analyze the needs of client and advise/customize the platforms offered by BCCL for maximum mileage.

LOB Head

Future Group- Home Town

07/2010 – 05/2016

Gurgaon, India

Achievements/Tasks

- Ensure Sales, profits, implementing promotional campaigns, merchandising, leading, mentoring etc.
- Ensuring smooth operations of retail space of 35,000 sq ft, implementation of development plan across Sales, Admin, commercial through a team of DM & TL
- Training the zonal teams on new merchandise (FAB) & ensure happiness index.
- Reduce Shrinkage, Aging & Liquidation of stocks in time.

Skills

Retail Store Operation

Key Account manager

Scheme planning & execution

New Store Setup

Business Development

Team Building & Leadership

After Sales Service

Inventory & Merchandising

Innovative & Detailing

Customer Service & happiness

Notable Achievements

- Concept launch of OIB which included 55 stores & Warehouse.
- Certificate of Store Guru & Store Karta for providing in store training & adhering SOP.
- Consistently achieved sales target with growth year on year.
- Successful continuation of The Address & extension to the magazine in March'17.
- Certification in Google Adword

LANGUAGES

English ● ● ● ● ●

Hindi ● ● ● ● ●

INTERESTS

Travelling

Cricket & Listening Music

Extra-Curricular achievements

- Elected as member of Vikreta (Marketing Club) for 2009-2010, Army Institute Of Management, Kolkata.
- Volunteer for NGO "Milan-Be The Change" from Jun '09-Jul '09.
- Won the Counter Strike tournament at Army Institute Of Management 2009-2010.

EDUCATION

MBA- Marketing

Army Institute of Management, Kolkata

07/2008 – 06/2010

Bachelor of Science

Lucknow Christian College, Lucknow

07/2003 – 05/2006