



JOHN DOE


FASHION · HOME · LUXURY


SR. CATEGORY MANAGER


A growth-focused Category Manager with 10+ years of success driving business growth through top-notch category planning, supplier management, and vendor buying agreements in the retail, fashion, ecommerce, and lifestyle consumer product industries. Continuously innovate throughout the category management lifecycle, assessing market demand, and identifying opportunities to capture new markets through product development or supplier diversity.

CONTACT

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KEY SKILLS

Category Management
Procurement
Supplier Relations & Sourcing
Flagship Store Strategy
International Buying
Aggregate Planning
Apparel Merchandising
Vendor Management
Consumer Goods
Luxury Retail & Fashion
Pricing & Purchasing
Artisanal Handcrafted Products
Product Development
Project Management
Asia- Pacific (APAC) SME

EDUCATION

National Institute of Fashion Technology, Chennai, India
India's top-ranked, massively influential fashion design institute
Post-Grad in Knitwear Design & Technology

Stella Maris, University of Madras, Chennai, India
One of the most respected Fine Arts colleges in the country
Bachelor of Fine Arts

PROFESSIONAL HISTORY

Manager - Retail Business, 2016 - 2019 Collonnade, The Leela Palace Bangalore

Home of the country's top contemporary designers and brands in fashion, accessories, and home décor.

Oversaw the planning and implementation of category strategy, supplier relationship management, and marketing activities for the iconic, 60,000 sq.ft. luxury 5-star property with a global consumer base. Set the roadmap for acquiring new product categories to deliver best-in-class experience to consumers.

- Leveraged social media platforms to secure supplier partnerships with top designers and brands in the fashion, food & beverage, home, and luxury accessories space.
- Within 18 months, realized a 30% category growth by onboarding key international brands including a major anchor retailer, PERNIA POP UP STUDIO, *India's first premium fashion website.*
- Drove the digital marketing strategy and won features with prominent fashion and lifestyle publications, and influencers including a feature story with Elle Netherlands Magazine and the Little Black Book, India's largest online platform for independent brands and retailers.
- Increased foot traffic in the retail property by 35% because of new partnerships, social media marketing, and website launch.

Business Development Consultant, Instaclique, May 2013 - Dec 2014

An award-winning tech startup offering a social platform shopper technology for eCommerce stores.

Ran the B2B business development strategy for Instaclique, an ecommerce technology start-up company offering an innovative social engagement product aimed to increase online shopper conversion.

- Sold directly to leaders of ecommerce, home, retail, and fashion organizations and influenced the integration of the tool into their online selling platforms.
- Played central role in company's acceptance to Target Corp's inaugural start-up accelerator program while ranking in NASSCOM 2014's Emerge 50 list of most promising product start-ups.