

Siddhesh Darade



Personal details

Name
Siddhesh Darade

Email address
siddhesh.darade123@gmail.com

Phone number
7506978443

Address
Airoli Navi Mumbai
400708 Navi Mumbai

Gender
Male

Skills

Sales Management

Market Expansion

Team Leadership

KPI Monitoring

Customer Satisfaction

Sales Analysis

Staff Training and Development

Product Launch Strategy

Promotional Campaigns

Budget Management

Performance Improvement

Risk Management

Profile

Multi-talented Senior Executive knowledgeable about sales, operations, and personnel management marketing. Successful at stepping into diverse positions and making immediate positive contributions. Focused on optimizing operations and motivating employees while establishing market dominance.
Work experience in sales,retail, marketing, merchandising

Employment

Apr 2023

Senior Manager

Lenskart, Airoli Navi Mumbai

- Increased sales through aggressive sales program overhaul, market campaigns, and new product launches
- Enhanced customer satisfaction ratings through implementation of targeted programs aimed at addressing specific areas of concern identified via research and surveys
- Directed market expansions to propel business forward, meet changing customer needs
- Managed senior-level personnel working in marketing and sales capacities
- Analyzed store performance trends and created action plans to improve store operations
- Monitored store performance metrics and identified areas of improvement to ensure store profitability
- Manage 10 plus stores and look after its Sales, NPS,KPI,PNL,Inventory management staff man power staff training and performance development programs and RnR.
- Looking after KPIs of cluster with AOM.
- Increased sales through aggressive sales program overhaul, market campaigns, and new product launches
- Hired and managed 16 new managers to drive business growth
- Implemented comprehensive risk management strategies to protect organization from unforeseen financial pitfalls
- Established and directed successful programs focused on sales.
- Maintained positive customer relations by addressing problems head-on and implementing successful corrective actions.
- Set aggressive targets for employees to drive company success and strengthen motivation.
- Recruited, interviewed and hired employees and implemented mentoring program to promote positive feedback and engagement.
- Managed senior-level personnel working in marketing and sales capacities.

Data-Driven Decision Making

Strategic Planning

Languages

English

Marathi

Hindi

Qualities

■ Leadership

■ Communication

■ Teamwork

■ Problem-solving

■ Strategic thinking

Apr 2022 - Apr 2023

- Successfully managed budgets and allocated resources to maximize productivity and profitability.
- Trained and managed more than 50 plus staff in sales training with almost 95% achieving there best ever numbers
- NSO Opening

Store Manager

[Lenskart, Ghansoli Navi Mumbai](#)

Developed budget and managed store expenses to ensure profitability

- Analyzed store performance data to identify areas of improvement and develop strategies to increase efficiency
- Developed and implemented initiatives that increased customer satisfaction by 50%
- Achieved store sales targets by 112% through innovative promotional campaigns and strategic pricing
- Trained and developed team of 9 employees, resulting in increased job satisfaction and morale.
- analysing the the detailed report of each KPI and getting it up to the expectations
- Completed point of sale opening and closing procedures.
- Promoted team collaboration, performance, and efficiency by fostering healthy environments focused on mutual success.
- Coached sales associates in product specifications, sales incentives, and selling techniques, significantly increasing customer satisfaction ratings.
- Assisted with hiring, training and mentoring new staff members.

Mar 2021 - Mar 2022

Sales Associate

[Lenskart.com, Koperkharine Navi Mumbai](#)

- Utilized sales techniques and strategies to build customer relationships and close sales, resulting in 50% increase in sales
- Ensured excellent customer service by addressing customer inquiries and resolving any issues or complaints
- Maintaining proper NPS.
- Handled cash transactions efficiently while adhering to company cash handling policies, ensuring accuracy in all financial exchanges
- Developed new client relationships by actively engaging with potential customers and highlighting benefits of our product offerings.
- maintaining a reactions with the customers to have a high convection rate
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Aug 2020 - Mar 2021

Sales Associate

[Top 10, Navi Mumbai](#)

- Increased sales by implementing targeted sales strategies and promotional campaigns in a retail environment.

- Provided exceptional customer service resulting in improved customer satisfaction and repeat business.
- Maintained a clean and organized sales floor, ensuring product availability and attractive displays.
- Assisted customers in selecting products based on their needs and preferences, upselling where appropriate.
- Processed transactions accurately and efficiently using POS systems, handling cash and credit payments.

Jul 2019 - Jul 2020

Video Auditor

Technosoft, Navi Mumbai

- As a Video Auditor, the primary responsibility is to watch and review video content and ensure it adheres to company or client-defined guidelines and standards. The role involves maintaining accuracy, consistency, and high-quality auditing standards.
- Watch and review video footage thoroughly as per predefined rules and auditing protocols.
- Meet daily/weekly targets for video audits without compromising on quality.
- Stay updated with new auditing criteria, rules, and company policies

Education

Present

BAMMC

SM Shetty College of Management Studies Mumbai, Mumbai

Adverting And Marketing

Achievements

Accomplishments

- Increased store sales by over 20% through aggressive sales program overhaul, market campaigns, and launching new products.
- Managed and developed a team of over 50 sales and marketing professionals, including hiring and training 8 new managers, to drive business growth.
- As a Store manager have many achievements
- Received 2nd best store award among 130 stores in Mumbai
- Made NSO a success with 1st month sale of 10.5L net
- Ranked store 1st in NOB contest as a SM