



# Sahil Shaikh

Marketing and Sales

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## Languages

English

## About

With over three years in luxury retail, I excel in consultative selling, enhancing customer experiences, and inventory management. Fluent in basic English, my expertise spans client advising, CRM, and achieving sales targets, showcasing adaptability across dynamic retail environments.

### BRANDS WORKED WITH

- Technowizards
- The Collective | Aditya Birla Fashion retail
- calvin klein, pvh
- Fiberstory Communications

## Experience



### ● Marketing Executive

Technowizards | Jul 2022 - Aug 2023

Spearhead comprehensive digital marketing campaigns across web, SEO/SEM, email, social media, and display advertising channels. Manage the company's social media presence, analyze campaign performance against KPIs, and explore innovative technological collaborations for enhanced marketing reach.

### ● Client advisor

The Collective | Aditya Birla Fashion retail | Mar 2022 - Jun 2022

Drove cross-departmental collaboration to expedite client requests and elevate performance metrics. Enhanced the luxury shopping experience through proactive client communication, feedback analysis, and promotion of exclusive programs.

### ● Chief Risk Officer

calvin klein, pvh | Oct 2021 - Feb 2022

Identified opportunities to improve customer retention at Calvin Klein. Developed and implemented customer-centric strategies, resulting in increased retention. Employed consultative selling to address customer needs, resulting in a 25% sales increase and recognition for consistent target achievement.

### ● Marketing Executive

Fiberstory Communications | Jan 2020 - Sep 2021

Supported the company's growth by managing diverse projects, including tender processes and in-house marketing initiatives. Drove customer-centric strategies focused on retention, communication of new-product developments, and proactive promotion of programs and services.

## Education & Training

2023 - 2024

### ● Queen Mary University of London

Msc International marketing & Business strategies,

2019 - 2022

### ● MIT ADT University

Bachelor of Business Administration,