

Parishka Benjari

Organised and detail-oriented Fashion Master's Student.

[View profile on Dweet](#)

Languages

Hindi

English

About

FOR WORK

BRANDS WORKED WITH

Madame Matthey

Nua Women

Pantaloons

Sanskriti boutique

Experience

● Digital Marketing

Sanskriti boutique | Jan 2022 - Dec 2022

Developed and monitored dashboards to track KPIs and report on progress Built a comprehensive database of customer and prospect contacts, resulting in a 30% increase in sales Optimized website content to improve organic search rankings, resulting in a 27% increase in organic traffic Utilized the latest event technology to ensure a successful event Developed a comprehensive event plan, including agenda, speakers, catering, decorations, and entertainment Adapted design concepts to different media formats, including web, social media, print, and video

● Customer Service

Nua Women | Jan 2021 - Jan 2022

Generated weekly reports summarising customer feedback and trends, providing valuable insights to management Resolved customer issues and complaints quickly and professionally, resulting in a 25% customer satisfaction rating Used customer relationship management (CRM) systems to accurately track and manage customer data Handled customer inquiries through phone, email, and live chat with professionalism and accuracy Worked with project managers to develop and implement strategies for cost savings and resource optimization

● Sales (Retail)

Pantaloons | Jan 2020 - Jan 2021

Developed a retail display strategy that increased sales by 5% Processed customer orders quickly and accurately to ensure a smooth checkout experience Maintained a neat and organised sales floor to ensure products were easy to find, resulting in a 7% increase in customer foot traffic Developed strong relationships with customers that generated repeat business and referrals Maintained an up-to-date product inventory to ensure customers could find the items they were looking for

● sales

Madame Matthey | Jun 2019 - Nov 2019

Built a strong network of contacts and partners that enabled the company to expand its reach and increase its customer base Developed and implemented sales training programs that improved sales skills and resulted in a 10% increase in sales effectiveness Researched and identified current trends in the retail industry to stay ahead of the competition Created a survey tool to collect customer feedback, resulting in improved customer retention and loyalty

Education & Training

2018 - 2021

● Delhi University

BA (VOC) Marketing Management and Retail Business,

2016 - 2018

● SUMMER FIELDS SCHOOL

High School Diploma,

