



Disha Damania

Seeking full-time Merchandiser roles

London, UK

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Links

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Languages

English

About

An enthusiastic individual with over 4.5 years of experience as a Merchandiser, looking forward to work with a challenging environment where I can enrich my skills, learn new things, apply knowledge, explore new ideas for my career as well as organizational goals.

BRANDS WORKED WITH

Aashni & Co- Ecommerce

Aashni & Co- Flagship Store

AllSaints

SCHIAPARELLI

With Nothing Underneath (WNU)

Experience

Freelance Style Advisor

With Nothing Underneath (WNU) | Jul 2023 - Now

Assisted the client with the purchase by guiding them through different styles and fabrics. Helped the customer to style the look for their purpose and ensure smooth sale. Assisted with stock-take.



Part-time Sales Associate

SCHIAPARELLI | Dec 2022 - Jun 2023

Assisted the Store manager in setting up their Boutique in Harrods. Assisted the client with the purchase and shared the story of the brand with them. Helped the customer to style the look for their events and ensure a seamless purchase process. Ensured weekly stock replenishments. Assisted with stock-take.



Peak Stylist

AllSaints | Nov 2022 - Dec 2022

Styled customers in the latest collections, shared detailed product knowledge and provided them with an exceptional brand experience. Actively maintained the store's aesthetic; ensured that product is readily available for the customers and that floor sets and standards are upheld at all times Daily stock replenishment, fulfilled digital orders, used digital tools to support a positive customer journey and attended stock deliveries. Worked as one team with the same goal, supported and observed peers, sought feedback to support own growth and development. Ensured a seamless till billing process for the customers.

Retail Merchandiser

Aashni & Co- Flagship Store | Mar 2020 - Jul 2022

Prepared weekly WSSI and conducted thorough analysis of sales trends and determined sales performance, stock replenishment and movement actions. Monthly/ Quarterly/ Yearly generation of comprehensive MIS reports for analysis of results. Preparation of buying-related documentation, including the organisation and creation of looks books and OTB sheets. Priced new collections for trading in the UK and maintained pricing consistency for existing inventory in accordance with established guidelines. Implemented monthly stock tally procedures for the retail outlet based in London and diligently resolved any discrepancies. Collaborated with new brands and managed end-to-end onboarding process. Fostered effective working relationships. Efficiently processed stock production orders and accurately updated the retail management system (LightSpeed). Managed all aspects of end-to-end bespoke client orders, ensured seamless execution and customer satisfaction. Maintained high level of attention to detail while handling inquiries regarding stock availability, customisations, pricing, and order processing. Provided supervision and guidance to the stockroom team for incoming & outgoing deliveries, whilst ensuring quality control measures.

● E-commerce Merchandiser

Aashni & Co- Ecommerce | Apr 2018 - Feb 2020

Collaborated on the strategic planning and preparation of buying activities, including the organisation and creation of look-books for merchandise selections. Efficiently planned and executed weekly uploads, ensured accurate line sheets, and prepared related content for upload. Strategically planned and curated the website homepage and digital visual merchandising displays to optimize customer engagement and drive sales. Planned and scheduled e-commerce shoots, coordinated with various teams to ensure seamless execution and the timely availability of products. Took ownership of client orders, ensured smooth order placement and facilitated timely deliveries to enhance customer satisfaction. Facilitated the onboarding process for new brands, maintained effective communication and coordination for upcoming collections and season releases. Fostered strong working relationships with brands, actively seeking opportunities for collaboration and aligned strategies to maximise sales and brand exposure. Stayed updated on industry trends and competitor analysis, incorporated relevant insights into the e-commerce merchandising strategy. Collaborated with cross-functional teams, including marketing, operations, and customer service, to ensure a cohesive and customer-centric approach to e-commerce merchandising.

Education & Training

2022 - 2023 ● **University of Westminster**
MA, Fashion Business Management

2013 - 2016 ● **Mumbai University**
Bachelor Degree in Mass Media,