



# Kartik Kantharia

Executive Assistant/ Project Manager/ Operations

📍 London, UK

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## Languages

English (Fluent)

## About

A multifaceted, meticulous and solution-based Manager with 8 years of demonstrated experience in Fashion, and Retail industry Experienced in coordinating and managing a wide range of operations viz. Merchandising, Designing Sample, Purchasing, Sourcing, Pricing, Product Development, Stock recording, Bulk Order Management, and Approvals Exhibited qualities in Trend Analysis and Range Planning, Product Sourcing, Promotional Activities, Marketing Strategy, Advertisement & Branding, Market Analysis, and build new business /cultivate the existing customer relationship Deep understanding of daily merchandising and sourcing activities for assigned product categories starting from design concept to order placement and delivery Strong understanding of the industry, technology trends, and demonstrated key initiatives in establishing quality control techniques to attain product excellence at lower costs Competent in analyzing the industry, customer insight and forming strong relationships with business partners, vendors, and customers Good comprehension of merchandising trends and their financial implications with strong commercial acumen

### BRANDS WORKED WITH

Aurum Co.

Gq-Conde Nast Internship

Kartik Kantharia Fashion

Rocky'S Brand Concepts Private Limited

Unifynd Technologies Pvt Ltd – Crest Ventures Private Limited

## Experience

### ● Executive Assistant to CEO/Founder

Unifynd Technologies Pvt Ltd – Crest Ventures Private Limited | Oct 2019 - Feb 2021

Responsible for the diary management and supporting marketing team with ad hoc requirements

- Assisting HR department in maintaining organizational structure
- Effectively resolving all the internal and external queries and requests
- Evaluating, updating and maintaining the data for the senior management
- Efficiently managing various vendors and implementing relationship building
- Carrying out report analysis and review
- Reviewing upcoming projects and investment effectively
- Administering travel, visas, hotels and car arrangements for domestic and International travel as per the business requirements.
- Playing a key role in the invested project of Two Brother organic farm o Farm food processing unit set up o ERP set up o Vendor selection and procurement for packaging material

### ● CEO/Partner

Kartik Kantharia Fashion | Nov 2014 - Jul 2019

Steered entire operations starting from incorporation and set up to customer services management Prudently executing product development and production management Strategically planning and implementing business development strategies to grow the brand/company sale and reach via online/offline channels at national and global scale

Carrying out the distribution and supply chain management of the brands Closely monitoring current trends to support in design and innovation Analysed sales inventory reports and efficiently analysed marketing and branding strategy

### ● Co-Founder

Aurum Co. | Feb 2013 - Jul 2014

Planned product development and production management Executed business development strategies in close collaboration with founder Increased brand sale and reach via online/offline channels Carried

out distribution and supply chain management of the brand Facilitated training and development of instore staff

- **Store Manager**

Rocky'S Brand Concepts Private Limited | Mar 2012 - Jul 2012

Solely responsible for customer acquisition and sales Closely coordinated with merchandising and marketing team for inventory for in-store events Directed all marketing and promotional activities Motivated, coach, and guided staff for retention and engagement Liaised with marketing agencies and stylists for celebrity sourcing requests Organizing and managing all tasks, work schedule and attendance efficiently Prepared daily sales reports and managed petty expenses

- **Editorial Intern**

Gq-Conde Nast Internship | Nov 2008 - Mar 2009

Assisted editorial team with transcribing interviews and research Helped art division with the advertisements and data based on the assignment given Aided marketing team with data entry work Tracked celebrity/guest editorial interviews, transcribing and coordination