



Aarifa Basha

Experienced Fashion Administrative Professional | Expertise in Office Management and Client Relations

📍 London, UK

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Links

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Languages

English (Fluent)

Hindi (Fluent)

Tamil (Native)

Urdu (Native)

About

Highly organized and detail-oriented professional with extensive experience in merchandising and administration. Proactive and adaptable with strong skills in communication, data management, and team coordination. Eager to leverage my background to excel in administrative and management roles.

BRANDS WORKED WITH

Lipsy London

Mountain Warehouse

Nottingham Trent University

White Rose

E- Commerce Brands

GSM Plus India

Srie flora garments

Experience



● Merchandising Assistant

Next | Oct 2023 - May 2024

Liaising critical path with suppliers to ensure stock is delivered in a timely manner

Identifying trends and reviewing sales performance for our department

Building relationships with suppliers and dealing with suppliers queries on stock intake

Supporting Asst Merchandiser and Merchandiser with collating sales reporting and general admin and analysis

Collaborating with buying dept to drive forward trade



● Merchandising Assistant

Mountain Warehouse | Mar 2023 - Sep 2023

Responsibilities:

Preparing daily and weekly sales reports and distribute to the team

Reviewing intake of stock for the category and managing any queries from our distribution centre to ensure orders are delivered in a timely manner, highlighting any concerns to the wider team

Supporting the Assistant Merchandiser with size analysis and pricing activity

Communication with suppliers

Sharing the best practices across the buying and merchandising community.

Microsoft excel, Outlook, SAP, ERP etc



● Photography model

Nottingham Trent University | Apr 2022 - Sep 2022



● Volunteer

White Rose | Dec 2021 - Aug 2022



● Event ambassador

Nottingham Trent University | Nov 2021 - Sep 2022



- **Fashion Model**

E- Commerce Brands | Nov 2020 - Aug 2021

- **Merchandiser**

GSM Plus India | Sep 2020 - Apr 2021

- **Assistant Merchandiser**

Srie flora garments | Mar 2020 - Sep 2020

Education & Training

2021 - 2022

- **Nottingham Trent University**

Masters,

2016 - 2020

- **Angel College of Engineering and Technology**

Bachelor of Technology - BTech,

2015 - 2016

- **Velammal memorial matriculation and higher secondary school**

HSC,

2013 - 2014

- **Phoenix matriculation and higher secondary school**

SSLC,