



SANCHARI DAS

Business Consultant

CONTACT

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- ☎ 8145971025
- 🌐 www.awalkinmyshoe.wordpress.com
- 🏠 # G- 3 Sai Gardenia Apartment
Byadarahalli Benson Town
Bengaluru Karnataka - 560046

EDUCATION

POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS

2019
Symbiosis Center for Distance
Learning

BACHELOR OF FASHION MERCHANDISING & RETAIL MANAGEMENT

2015
Footwear Design and
Development Institute

COMPUTER SKILLS

Microsoft office Suite
Email Marketing
Google office suite.

SOCIAL

- 📌 fb.me/sanchari.das.146
- 📷 [@awalk_in_my_shoes](https://www.instagram.com/awalk_in_my_shoes)
- 🐦 [@Styxx5](https://twitter.com/Styxx5)

ABOUT

Sanchari is a business consultant and part of the international business consulting team at Expandys. Credited with supporting companies expand in India, finding business partners and trade show representation. Keeps up-to-date with constantly evolving market trends and strategies in international marketing, and work closely with clients to create innovative, effective strategies.

CORE COMPETENCIES

- Interpersonal Skills
- Business Development
- Strategic planning
- Market Research
- Project Management
- Market Entry Strategy
- International Business
- Trade show representation

EXPERIENCE

BUSINESS CONSULTANT

Expandys Consulting PVt | Jan 2018 - Present

- International Events & International Trade Fairs promotion
- India representative for Première Vision Paris since 2018
- Liaising with Export promotion councils, Associations
- Supporting exhibitors throughout the on boarding process.
- Attended Industry event and trade shows on behalf of company.
- Undertake market research
- Support clients in their expansion projects.
- Market-Entry strategies, and operations support
- Business Development & Key Accounts Management
- Sourcing & Distribution
- Distributor audit and re-calibration
- Knowledge and understanding of the International business.



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BUSINESS DEVELOPMENT CONSULTANT

Fresher's World | Dec 2016 - Jan 2018

- Help clients in creating their visibility & awareness through various branding activities by understanding their requirements and propose appropriate online marketing solutions.
- Help Training Institutes in their batch enrollment and with Placement Assistance for their trained candidates.
- Day to day management of Search, and Display campaigns in Freshersworld.com's website and social networkers.
- Measuring and reporting the digital marketing efforts and performance to management.
- Optimization of the digital marketing campaigns to achieve scale and maximize ROI.
- Analyze post-campaign metrics to set best practices and optimize advertising campaigns for brand awareness as well as conversion
- Help in the execution of regular Email Marketing, Social Media Marketing, and content

STORE MANAGER

Hidesign | Jan 2015 - Dec 2015

- Stock analysis and planning - analyze stock & sales , prepare reports to perform better & responsible for sales
- customer service – ensure that customers have a pleasant shopping experience at Hidesign
- Facilitating sales performance and growth
- Store inventory management , stock management and stock auditing
- Maintaining proper visual merchandising and high visual standards
- Participating in the Marketing and brand promotion events to make it successful
- SOPs Adherence : making sure that SOPs laid out by the company is strictly adhered to New Process roll out & implementation .

HOBBIES AND INTEREST

- Reading .
- Travelling.
- Yoga.