



**Harishma K.K**

harishmasasidharan99@gmail.com

(<https://www.linkedin.com/in/harishma-kk-303563274>)

**+971-521977339**

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## CAREER OBJECTIVES

I am seeking a position for Visual Merchandiser and Sales Associate executive where I can apply my experience, skills and knowledge in the field towards the growth and development of the company.

## CORE COMPETENCIES

- Customer service
- Interpersonal skill
- Communication
- Problem solving
- Visual merchandising
- Costume designing
- Garment construction

## PROFILE OVERVIEW

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- ❑ Bachelor's degree in fashion technology
- ❑ Proven work experience as a Visual merchandiser and Sales associate and visual merchandiser.
- ❑ Comprehensive portfolio of relevant visual design work.
- ❑ Proficiency in MS Office.
- ❑ Working knowledge of current visual merchandising trends and best practices.
- ❑ Ability to analyze sales merchandising reports and survey results.
- ❑ Strong communication and interpersonal skills.
- ❑ Flexible working hours, including evenings and weekends.

## PROFESSIONAL EXPERIENCE

### **Kalyan Silks – Kannur (June 2019 – till date)**

- Kalyan Silks is an Indian textile retailer. It is a subsidiary of the Kalyan Group holding company. It was started in the city of Thrissur and has branches all over India and UAE

Responsibility: Sales Associate and visual Merchandiser

- Greet customers in a friendly and polite manner.
- Maintain the orderliness of the sales floor.
- Ensure high levels of customer satisfaction through excellent sales service.
- Actively seek out customers in store.
- Understanding and promoting company programs.
- Creating and implementing a visual merchandising strategy for the store.
- Ensuring the strategy is in line with the store's brand, products, and target market.
- Generating sketches of visual displays that meet the store's visual design requirements.
- Finalizing designs and creating detailed floor plans for display areas.
- Sourcing the props, creative materials, and accessories for displays.
- Installing and setting up window displays, walkways, counters, and in-store displays, or supervising contractors hired for this purpose.
- Changing displays to promote new product launches or to reflect festive or seasonal themes.
- Ensuring uniformity of displays across multiple store locations.
- Liaising with other retail professionals, including buyers, marketing executives, and retail merchandisers, when necessary.
- Monitoring costs and working within budget.
- Researching lifestyle and design trends that will inform the visual merchandising strategy.

## PROJECTS HANDLED

- Project -1  
Title: NIFT-TEA college of knitwear fashion theoretical and hand work experience in knitting and weaving
- Project -2  
Office of the development commission for handloom weavers service center Kannur  
Training in Handweaving, printing and dyeing
- Project -3  
Kasavukada procurement Centre, Trivandrum  
Quality control and packing

## EDUCATION

- B.voc in fashion technology from Pondicherry university – Mahe campus (92%)
- Higher secondary from Kerala board of high school examination, Mahe. (65%)

## PERSONAL DETAILS

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- **Date of Birth** : 03<sup>rd</sup> May 1999
- **Language Proficiency** : English, Hindi, Malayalam, & Tamil
- **Computer Literacy** : MS Office (Excel, Power point, Word),
- **Nationality** : Indian
- **Passport** : valid till 2032
- **Visa Status** : Visit visa

~ References Available Upon Request ~

DECLARATION:

I hereby declare that all above information is correct with fact or truth up to my knowledge and I bear the responsibility for the correctness of the above mentioned.

DATE -

SIGNATURE