

RAFI SARKAR

+1.347.998.1376 | rafism.sarkar@gmail.com

EXPERIENCE

- 2019-Present **PRO AIRE DESIGN CONSULTANTS** New York, NY
Pro Aire is a subsidiary of Layton Manufacturing that specializes in HVAC system and parts manufacturing, sales, installations, and service
Operations Manager
- Built an e-commerce platform that integrated inventory management and sale prices with Alibaba, Amazon, eBay, Google, and Shopify platform, which increased sale on eBay by 300%, Shopify and Amazon sale by 50%
 - Oversaw HR department. Improved retention issues by conducting interviews with each employee. Created a talent management program to offer individualized incentives for employees to grow with the company– 95% of employees participated and remained with the company
 - Collaborated with President, CEO, and CFO to create a marketing and inventory plan that included consolidation of dead stocks of the firm's three branches, in addition to building a relationship with external stakeholder to hold to the stock until scheduled delivery resulting in sales revenue increasing by 11%, minimize warehouse and shipping expenses by 50% and exceed quarterly goals by 33%
 - Improved company-wide communication issue by consolidating cross-functional information sharing through Slack and Toggl to increase client satisfaction. Additionally, combine all departments to have seamless scheduling to control labor cost, decrease paperwork and monitor performance
- 2018 **NEW YORK & COMPANY** New York, NY
New York & Co. (RTW Retailwinds, Inc.) sales workwear apparel and accessories through its network of 553 retail stores and e-commerce site
Merchandise Planner
- Headed marketing strategies for field-stores by changing merchandise placement for interiors and windows to showcase new and slow-selling merchandise
 - Created pre-season sales, margin, and inventory plans by the department according to financial goals
 - By reviewing quarterly goals and weekly sell-through list, devised merchandise financial plans that encouraged sell in e-commerce platform
 - Partnered with Store Communications to ensure that directives are easily understood by retail stores. In addition to assisting in the documentation and creation of directives for e-commerce, chain, and outlets
 - Worked with Merchants and Sourcing to effectively manage the flow of inventory
- 2013-2017 **GIOVANNI CATTLEYA** New York, NY
A luxury menswear brand specializing in handmade products in New York City with price points similar to Brioni and Kiton
Creative Services Director
- Researched successful designers retail sales record, social media, web presence, and advertising campaigns to identify marketing and sales opportunities, resulting in up-to-date pitch, concept, design creation and product offerings
 - Produced and oversaw development and execution of creative work for the purpose of business development, and client presentations in e-commerce, tradeshow, trunk shows, and sample sales
 - Effectively managed budgets and timeframe deadline, including staffing and hours allocation on all projects to produce shows and samples with 70% cost saving
- 2010-2012 **HOUSING WORKS** New York, NY
Housing Works is a non-profit fighting AIDS and homelessness funded through donations and its retail initiatives with Advocacy Offices in New York City, Albany, Washington and Haiti
Merchandise Manager
- Created barcode and special sales events that were specific to demographics to analyze purchase habits and purchasing power
 - Using KPI review, spearheaded the launch of e-commerce and online auction platform to revamp 90% of floor and merchandising plans to space
 - Effectively managed budgets and timeframe deadline, including staffing and hours allocation on all projects to produce shows and samples with 70% cost saving
 - Exceeded retail store revenue targets by 18% for the year 2010 and 23% for the year 2011

ADDITIONAL DATA

- Small Business Consultant: work with small businesses in creating business and marketing plans, in addition to day-to-day operations and sales (e.g. Planet Bake, New Bangla Motor)

- Love You Studio: Created a small online business that focuses on buying and selling of Georg Jensen Silverware with a yearly sale of \$150K
- Freelanced: analyzed performance based on visual changeover through movement tracking. Based on the report, created new product direction, revolving Omegery content, outlined merchandising plan, and vendor build-sheet (e.g. Ann Taylor, Façonnable, Nautica, Ralph Lauren, Thomas Pink)
- Interests: Horse riding, founding member of Neue Galerie Junior Council, collecting lithograph

EDUCATION

2020	<p>HARVARD BUSINESS SCHOOL <i>Summer Virtual Venture in Management</i></p> <ul style="list-style-type: none"> • In this program participants discover wide-range of difficulties a business and its leaders face during operations and how their influence can have an impact on their community 	Boston, MA
	<p>NEW YORK CITY COLLEGE OF TECHNOLOGY <i>Bachelor of Science</i></p> <ul style="list-style-type: none"> • GPA: 3.67 Major: Business and Technology of Fashion, with specialization on Global Trade, Innovations in E-Commerce and Merchandising • Emerging Scholar with two published work focusing on Gender-bias, and Mask-usage • Created software program for small businesses to manage inventory and hedge losses • Made Dean's List each year 	Brooklyn, NY