

سپیده روستایی

Category Manager



درباره من

Active listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Coordination — adjusting actions in relation to other actions.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Monitoring — Monitoring/Assessing performance of myself, other individuals, or organizations to make improvements or take corrective action.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

- Ability to work in a fast-paced environment to set deadlines.
- Excellent oral and written correspondence with an exceptional attention to details.
- Highly organized with a creative flair for project work.
- Enthusiastic self-starter who contributes well to the team.
- Strong analytical ability and able to take data and turn it into an actionable insight.
- Trustworthy, ambitious and able to work highly independently and in teams.
- Fast learning

تجربه‌های کاری

Category Manager

MooTanRoo | تیر ۱۴۰۰ تا حالا

- As an innovator within the category, i will influence category design as well as develop new products, brands, subcategories performance.
- Recognizing new trends and analyzing both business model(Retail and Market Place)to take prompt action.
- Responsible for all aspects of profit and loss category results relating to specific category including short-term and long-term planning.
- Defining and implementing strategy to growth category performance, making decisions which are alignment with business goals and vision.
- Sales forecast, market share growth, markdowns, category target setting, budgeting and pricing.
- Managing different departments tasks related to the whole targets of category (Hunters,

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۶

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (متوسط)

Key account managers, buyers.)

- Conduct item level assortment analysis and determine assortment including coverage of needs analysis for priority sub-categories, vendor optimization, SKU optimization, offline and online POS tracking to build category strategy and price ladders.
- Providing weekly category reports
- Responsible for all aspects of category performance: promotions idea, availability of products, manage inventory levels, sales history's: promotions idea, availability of products, manage inventory levels, sales history.
- Analytic thinking
- Power BI
- Working closely with CEO, Commercial Director, Category managers, marketing manager, Finance and CX.

Sales & Marketing Supervisor

داروسازی بهستان تولید | مهر ۱۳۹۴ تا تیر ۱۴۰۰

Responsibilities and achievements:

- Follow ups of delivering goods from Darousazi Behestan plant (Saveh) to distributors.
- Monitoring of distributors sales and stock daily basis.
- Preparing weekly sales report for sales manager, managing directors, financial, commercial and production departments. Informing commercial and production department in case of any stock out or overstock situation to find a solution for optimizing the stock.
- Providing products forecast plan quarterly to help financial department preparing cash flow report.
- Negotiating prices and terms of sales agreements with distributors.
- Market analysis and preparing report for R&D department. (Including market research for choosing the right products.)
- Developing new marketing strategies and campaigns based on detailed analysis of market demands.
- Preparing gifts and promotional materials for the company's branding
- Preparing all needed SOPs for sales department.
- Identifying the appropriate media channels where each product or service's marketing materials can be delivered to the public.
- Preparing annual budget for sales manager and revising it quarterly based on market actual sales and stock.
- Building and maintaining good relationships with vendors, suppliers and all stakeholders and contacts.



اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۶

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (متوسط)

- Holding seminars and conferences. (Enforcing brand marketing guidelines throughout each product to create a cohesive feel to each campaign.)
- Suggest solutions for process improvements. (Such as giving FOCs to facilitate the sales in case and)
- Member of think tank of company for finding and choosing products brand name.
- Member of the public relation committee of holding company (Behphar)

سوابق تحصیلی

نرم افزار (کارشناسی)

دانشگاه آزاد تاکستان | ۱۳۸۸ تا ۱۳۹۴

فروش و بازاریابی (کارشناسی)

آموزشگاه عالی بهار | ۱۳۹۹ تا ۱۴۰۰

MBA

مهارت‌های حرفه‌ای

. PowerBI . Coaching . Team Work . Sales & Marketing . e-commerce
. Multi Tasking . Fast learning . Analytics . commercial
office . MBA . Brand Management



اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۶

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (متوسط)