

Abhishek Anthony Singh

winkwink.anthony@gmail.com

+91 78 95 95 44 43

An experience of 10 years in the field of product development and merchandising in the sports goods industry specially for international buyers and also carry 4 years of experience in the textile industry. A good background in every aspect of management including product development, merchandising and employee/customer relations. A wide background in office management, production and as well as excellent vendor relations and coordination skills. Devoted to the business, the customer and attaining more capabilities.

WORK SKILLS OCCUPIED

Sourcing and buying

Project leadership

Forecasting the market

Analyzing new products for development (development till production)

New product development for buyers

Product certification for European and American markets

Heading up meets with international buyers for business development

Preparing cost sheet for product quote

Communicating among all levels of the organization

Being in product development covered a good knowledge and got an opportunity to work in the underneath dept.

- *Plastic injection molding*
- *Hand molding*
- *PVC molding*
- *Plastic tube extrusion*
- *Rubber molding*
- *Latex molding*

- *Stitching*
- *Powder coating*
- *Metal fabrication*

TECHNICAL SKILLS OCCUPIED

Microsoft office (Outlook, Word, Excel and Power point)

Corel draw, Adobe Photoshop and Adobe Illustrator

ERP (Enterprise Resource Planning)

WORK HISTORY

Soccer International

October 2017 - April 2019

Product Manager (SPORTS GOODS & SPORTS ACCESSORIES)

Within the new appointment came up new work opportunities which included new product development as per buyers requirement, sourcing, buying and involving with the sales team on new product opportunity in the approached market, also initializing myself in International / Domestic sales.

Bhalla International

August 2008 - January 2017

Product development Manager / Merchandising Manager (SPORTS GOODS & ALLIED SPORTS)

Entered a new trade of educational and primary sports. Looked up to the forecast of the market and developed new products for the organization. Moreover developed buyer concepts evolving vice versa to the profit of the organization and building more capabilities in me.

Kanodia hosiery mills pvt ltd

2006 - 2008

Merchandiser (KNITTED APPAREL & HOME FURNISHING)

Worked in the division of knitting. Earned a lot of planning formats pertaining to sample development and production and increased my growth and knowledge. Got a chance to individually work on independent account. Worked for buyers like Benetton, Pepe jeans and lucky seven.

Cotton jersey 2005 -

2006

Assistant Merchandiser (WOVEN APPAREL)

Got a start in the export industry working for the woven's category of prêt a Porte. Assisted senior merchandiser in the development and equipped myself with the work standard of the trade.

Tommy Hilfiger 2004

- 2005

Fashion sales consultant

A start of my work attainment process. The job made me understand customer satisfaction level and made me quality oriented about the products we offer. Also assisted the designer for new collection.

EDUCATION

- *EMBA (International Business) from amity elearning, Noida (U.P.) 2014*
- *Post graduate in Education from CCS University, Meerut (U.P.) 2010*
- *Graduate in Arts from CCS University, Meerut (U.P.) 2008*
- *Diploma in Fashion and Apparel Technology from RaiFoundation (New Delhi) 2005*
- *Certificate in Web Designing from Y.M.C.A, New Delhi. 2003*
- *Secondary education from ISC, Meerut (U.P.) 2002*
- *Primary education from ICSE, Meerut (U.P.) 2000*

Date Of Birth: 4th February 1984

Permanent Address: B – 57, Mission Compound, 960 Civil Lines,
Saket, Meerut 250001 (U.P.)