

# Anish Kumar

+919599632311 [anish2000shah@gmail.com](mailto:anish2000shah@gmail.com)

Vatika kunj, Bhondsi Gurugram - 122102

## Summary

Results-oriented Sales & Business Development Professional with proven success across leading consumer brands like Beardo, Rentomojo, and Lenskart. Skilled in driving revenue growth, building high-performing teams, Demonstrated expertise in retail sales, upselling & cross-selling, and strategic market expansion. Adept at managing end-to-end sales cycles, achieving and surpassing targets, and implementing sales strategies that enhance profitability and market share. Recognized for strong leadership, negotiation skills, and customer relationship management, with a consistent track record of contributing to business growth and brand success.

## Highlights & Core Competencies

---

<b>Retail Merchandising</b>	<b>Team Leadership</b>	<b>Result Driven</b>
<b>CRM</b>	<b>Retail Sales</b>	<b>Store Operations</b>
<b>Team Leadership</b>	<b>Revenue Growth</b>	<b>Self Motivated</b>
<b>Upselling &amp; Cross-Selling</b>	<b>Customer Focus</b>	<b>Customer Service</b>
<b>Inventory Management</b>	<b>Query Resolution</b>	<b>Market Research</b>

---

## Experience

---

**Store Manager – Rentomojo**  
**EDU Network pvt ltd**

**Jun 2025 to Till Date**  
**Gurugram, Haryana**

- Developed and executed sales strategies to achieve monthly, quarterly, and annual revenue targets.
- Handled B2C and B2B sales operations, including client acquisition, upselling, and cross-selling..
- Addressed and resolved customer complaints or concerns promptly, ensuring a positive shopping experience and customer retention.
- Managed end-to-end customer lifecycle, from lead generation to closure and after-sales service.
- Led, trained, and motivated the sales team to enhance productivity and achieve targets.
- Established strong relationships with corporate clients, channel partners, and vendors to maximize business opportunities.
- Monitored sales performance, prepared reports, and provided insights for strategic decision-making.
- Implemented CRM tools and processes to streamline sales operations and improve efficiency.
- Led performance reviews, providing constructive feedback and creating individualized improvement plans.
- Coordinated with operations, marketing, and product teams for smooth execution of sales campaigns.

---

**Assistant store manager – Lenskart**  
**Dealskart Pvt Ltd**

**May 2023 to May 2025**  
**Gurugram, Haryana**

- Greeted and assisted customers in selecting suitable eyewear as per their style and prescription needs.
- Meet Provided detailed product knowledge and demonstrated frames, lenses, and accessories.
- Conducted basic eye check-ups using Lenskart tools and guided customers on lens selection.
- Achieved daily, weekly, and monthly sales targets through effective upselling and cross-selling.
- Maintain Ensured excellent customer service by handling queries, complaints, and post-sales support.
- Built long-term customer relationships to drive repeat business and referrals.

**Sr. Sales Executive – Beardo**  
**Zed lifestyle Pvt Ltd**

**March 2022 to April2023**  
**Gurugram, Haryana**

- Managed end-to-end sales process including lead generation, client acquisition, and revenue growth.
- Built Strong customer relationships to ensure repeat business and brand loyalty.
- Achieved monthly and quarterly sales targets consistently.
- Maintenance of overall look and feel of the store.
- Handled distribution channels and ensured product availability across markets.
- Handling high level of customer entry being a facility manager and provider.
- Conducted market research and competitor analysis to identify growth opportunities.
- Trained and guided junior sales staff to improve team performance.
- Maintained accurate sales records, prepared reports, and shared insights with management.

---

### **Technical Proficiencies**

---

Microsoft Office (Word, Excel, PowerPoint, outlook)  
Internet – Emails

POS (Point of Sale)  
REM (Retail Enterprise Management)

### **Education**

---

**Indra Gandhi Open University**  
Bachelor of Art

**2021 - 2024**  
Delhi

**Govt. Sr. Sec School Bhondsi**  
HBSC Board - Secondary School

**2021**  
Haryana

**Divine Dale International School**  
C.B.S.C Board - High school

**2019**  
Haryana

---

### **Personal Details**

Name	:	Anish Kumar
Sex	:	Male
Marital Status	:	Un-Married
Nationality	:	Indian
Add	:	Vatika kunj bhondsi