



Berzin S. Irani

Address: 3/31, A.H. Wadia Baugh,
Parel Tank Road,
Mumbai 400033
Mobile: +91 9819018708/ UAE +971 52 153 3609.
E-mail: berzin@rediffmail.com

PROFESSIONAL EXPERIENCE:

Nykaa E-Retail Pvt. Ltd.

(www.nykaa.com)

National Manager -Content, Training & Sales.

**April 2021 –
till date**

Roles and responsibilities

- Lead customized Education execution including classroom, virtual training and store coaching at every level, across retail channels and for various National and International brands in the Beauty, personal care and FMCG space.
- Strong understanding of each Brand's DNA to drive brand Education through customized brand coaching.
- Using knowledge of business metrics and in partnership with the store manager, identify training needs and create agile training in line with development process (as required).
- Coach and motivate store teams to develop their competencies by leading by example in selling skills, make up, skin care, hair care and fragrance knowledge – teach by example
- Drive store coaching, via a planned monthly Education Calendar, shared with the Sales Lead, that complement the business objectives.
- Utilize specific Education tools, post the Education programs, that meets individual brand and channel needs by implementing eLearning to ensure complete development of sales team.
- Support District Managers and Retail team in solving specific store Education problems related to a BA's individual coaching needs
- Be a Brand Expert internal influencer who can create social media momentum, following and sales
- Analyze sales reports and KPIs. Includes planning for departments future needs, operations, hiring, performance management, salary discussion, talent planning etc.
- Responsible for inspiring and training retail associates to consistently meet brand expectations and bring to life the brand philosophy.

Auric Beauty Products Pvt. Ltd.
(Sister company of Kaunis Marketing Services Pvt. Ltd.)
(www.auricbeauty.com)
Product Development manager

**April 2019 –
March 2021**

- Managing all phases of formula development across all categories from concept to launch.
- Collaborating with brand team to create the briefs for selected contract manufacturers.
- Track timelines and key milestones throughout the project to ensure timely launch.
- Evaluate, redirect formula submission from contract manufacturers to create idea product.
- Survey competition landscape to remain competitive on industry trends.
- Contribute ideas during strategic and conceptual brainstorming sessions
- Review all ingredients with regulatory body to ensure compliance of all formulas submitted.
- Regularly visit manufacturers labs to finalize textures or shades after sales teams go ahead.
- Creating shade range swatch sheet, storage of all samples and creation of past projects.
- Coordinate with logistic partners for documentation and delivery of samples, final product.
- Follow up on Packaging artwork and further coordination with suppliers for the same.

Kaunis Marketing Services Pvt. Ltd.
(www.kaunis.in)
National Training Manager at BeYu cosmetics (German cosmetic brand)

**September 2017 –
till April 2019**

- Annual training calendar and quarterly reviews of Regional training managers.
 - Focused training on slow-moving SKU's (Stock Keeping Units) for each region to improve sales.
 - Soft Skill Training on body language, positive attitude, staying assertive in the face of negativity, personal grooming and language skills.
- Creating Make-up looks for social media promotions, editorials and corporate events, recommending products from the brand, that are designed for those looks in Nepal and Indonesia.
- Conducting makeover activities for corporate workshops, specialized events, seminars etc. to showcase new makeup trends and design looks for the season.
Review Makeover artist's weekly and monthly sales performance and help them achieve their targets.

Shoppers Stop Ltd.
(www.shoppersstop.com)
Makeup Artist at MAC Pro Store SS

**August 2014 –
January 2016**

- Key Responsibility Areas:
 - Tailoring looks for customers using the latest Launched products.
 - Prime Focus on Creating a MAC brand loyalist in every Customer.
- Following latest trends in Fashion and introducing the same to Customers by creating makeup looks on them.

FREELANCING CAREER:

MAKEUP ARTISTRY

April 2002

CERTIFICATION:

- Certified course at The Electra Academy – Cory Walia's Institute of Beauty Arts

INTERNSHIP:

- Assisted celebrity make-up artist Cory Walia, Marvie Beck, Mickey Contractor, Daniel Bauer.

PROFESSIONAL PORTFOLIO:

- Ad Campaigns like Pepsi, Lays etc. Bridal Make-up, Celebrity client.
- Ford Super Model Contest, Kingfisher Calendar Shoot – 2010.
- India Resort Fashion Week 2011 - Part of the Shiseido Make-up Team.
- Professional Photo Shoot for L'Oréal Hair Academy
 - Sharing Creative inputs to achieve the desired outcome by co-relating trends of Hair Styles and Makeup for the portfolio of each student.
 - Graduation day professional photo shoot for L'Oréal Hair Academy Students.

EDUCATIONAL QUALIFICATIONS:

- University of Mumbai **April 2010**
Bachelor of Arts
Dual Majors in Philosophy and History

STRENGTHS:

- Ability to organize and control job responsibilities, particularly the accuracy and productivity related to workflow.
 - In-depth ability to multi-task and manage multiple projects in fast paced environment.
 - Strong interpersonal skills, remarkable ability to achieve results through team leadership.
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