

ANJANNA MARGAM

RETAIL PLANNING | BUSINESS GROWTH | REAL ESTATE & DIGITAL MARKETING CONSULTANT

Hyderabad, Telangana | +91 9640753929 | anjumargams@gmail.com | linkedin.com/in/anjanna-margam-b8076241

CONSULTING PROFILE

Business and growth consultant with 20+ years of experience spanning multi-country retail planning, merchandise strategy, inventory optimization, P&L support, store expansion, digital growth, and real-estate marketing. Combines disciplined planning and commercial analysis with hands-on execution across websites, SEO, paid media, lead generation, CRM workflows, and conversion improvement. Experienced in translating complex market and inventory data into practical decisions for founders, retailers, developers, and growing businesses.

SELECTED BUSINESS IMPACT

SAR 0.6B	Managed sales and buying budgets for Landmark Group's Max Fashion operations in Saudi Arabia.
5 to 22 stores	Supported business expansion across the Eastern Province through structured planning, allocation, and replenishment.
Multi-country	Planned multi-brand retail portfolios serving the UAE, Saudi Arabia, Kuwait, Egypt, Qatar, and Bahrain.
21 store launches	Contributed to the successful opening of 21 Max Fashion stores during the Landmark Group tenure.

CONSULTING CAPABILITIES

- Merchandise planning, open-to-buy (OTB), budgeting, forecasting, assortment strategy, and margin management
- Inventory allocation, replenishment, stock balancing, aging control, markdowns, sell-through, and clearance planning
- Retail P&L support, store performance analysis, pricing, promotion planning, and expansion readiness
- Real-estate project positioning, investor communication, channel-partner support, and site-visit conversion
- Website strategy, SEO, local search, paid campaigns, WhatsApp funnels, CRM workflows, and lead-quality improvement
- Management reporting, SOPs, cross-functional coordination, and decision support for founders and operating teams

PROFESSIONAL EXPERIENCE

Real Estate & Digital Marketing Strategist | Sri Supraja Infracon

Jan 2026 - Present | Telangana, India

- Lead real-estate project positioning, investor-focused marketing, sales support, and digital growth strategy.
- Drive lead generation through Meta Ads, Google Ads, SEO, WhatsApp campaigns, and conversion-focused content.
- Improve websites, landing pages, CRM processes, channel-partner coordination, and site-visit follow-up.
- Translate project, pricing, location, and development information into clear buyer-education material.

Founder & Digital Growth Strategist | JaiVibe Group of Companies

Jun 2020 - Present | Telangana, India

- Founded JaiVibe as a hands-on digital growth platform supporting lead generation, marketing systems, and business scalability.
- Built and managed conversion-focused websites using WordPress, Divi, custom HTML/CSS, React, and Next.js.
- Created SEO content, landing pages, local-search programs, dashboards, and lead-generation funnels.
- Managed Meta and Google campaigns and introduced WhatsApp-based automation, CRM visibility, and follow-up systems.
- Developed JaiVibe Digital Marketing Agency, BioMed Biomedical Equipment Sales & Services, and SafeMove Packers & Movers.

Retail / Merchandise Planner | Beside Group

Jun 2015 - Nov 2020 | Dubai, United Arab Emirates

- Led planning for an international multi-brand portfolio covering Diesel, Fred Perry, Scotch & Soda, Pinko, Samuel & Kevin, Jigsaw, Carhartt, Suite 66, and outlet operations.
- Managed retail P&L support, sales and buying budgets, forecasting, OTB, seasonal size ratios, allocation, and buying recommendations.
- Directed pricing, promotion, margin, aging, markdown, replenishment, sell-through, and inter-store stock-balancing decisions.
- Prepared weekly and monthly performance reviews, coordinated logistics and floor readiness, and supported retail operations and visual merchandising.
- Improved commercial visibility through structured reporting, product performance tracking, and competitive store visits.

Senior Merchandise Planner | Landmark Group - Max Fashion

Oct 2004 - May 2015 | Eastern Province, Saudi Arabia

- Owned end-to-end merchandise planning with full P&L responsibility for Max Fashion across the Eastern Region.
- Managed sales and buying budgets of SAR 0.6 billion and supported expansion from 5 to 22 stores.
- Delivered data-led planning across merchandise budgets, OTB, department analysis, initial allocation, replenishment, pricing, discounts, aging, and markdowns.
- Reduced stock risk through store-level analysis, inter-store balancing, size-performance review, clearance planning, and preventive action.
- Supported 21 successful store launches and coordinated with stores, logistics, finance, accounts, visual merchandising, and operations.
- Prepared business reports, SOPs, performance reviews, market surveys, competitor analysis, and seasonal recommendations.

TRANSFORMATION & DELIVERY PROJECTS

BOSS to ORMS transition: Supported the successful migration to Oracle Retail Management System, helping align merchandising processes, users, and operational workflows.

Retail expansion and store launches: Contributed planning, allocation, replenishment, stock readiness, and cross-functional coordination for 21 Max Fashion openings.

Digital business platforms: Built and improved websites, SEO programs, campaign funnels, lead-management workflows, and performance dashboards for real estate, hospitality, healthcare, and local services.

CONSULTING ENGAGEMENTS

- Retail planning review: budget architecture, OTB, inventory health, markdown exposure, allocation, replenishment, and store performance.
- Growth diagnostic: positioning, website, local SEO, paid media, lead journey, CRM discipline, follow-up, and conversion bottlenecks.
- Founder advisory: management reports, operating priorities, SOPs, commercial dashboards, and implementation roadmaps.

TOOLS & FUNCTIONAL KNOWLEDGE

Oracle Retail Management System (ORMS) | BOSS | Microsoft Excel | WordPress | Divi | HTML/CSS | React | Next.js | SEO | Google Ads | Meta Ads | Google Analytics | Search Console | CRM & lead workflows | WhatsApp marketing | Reporting and dashboard design

LANGUAGES

English | Hindi | Telugu | Basic Arabic