

Nabeel Sayeed

Results-driven Fashion Merchandiser managing the DKNY brand across the Middle East and GCC countries, and OnTime in Saudi Arabia, overseeing over 40 retail stores. Experienced in retail, e-commerce, and wholesale merchandising with a strong focus on pricing strategy, discounting, product allocation, and consolidation across diverse markets. Skilled in assortment planning, OTB management, demand forecasting, and margin optimization. Proficient in trend analysis, vendor negotiations, and aligning product strategy with regional consumer behavior. Advanced user of PowerPoint, Power BI, MS Excel, and MS Fabric tools for data analysis, planning, and reporting. Recognized for delivering commercially successful, data-backed assortments that align with both brand identity and market demands.

Work Experience

Merchandiser, Alyasra Fashion - Riyadh, KSA

May 2022 - Present

- Buying, Merchandising & Demand Planning for DKNY Brand in KSA.
- Overseeing the day-to-day operations of DKNY across all locations in Saudi Arabia.
- Monitoring and analyzing sales performance to optimize inventory levels and product assortment.
- Collaborating with cross-functional teams of Alyasra Fashion which manages operations of DKNY in Kuwait, UAE, Bahrain, and Iraq for marketing, sales, business analytics and logistics to ensure seamless execution of brand strategies.
- Conducting regular market research and competitor analysis to stay updated on trends and customer preferences.
- Assisting in the development and implementation of promotional activities and visual merchandising plans.
- Ensuring compliance with brand guidelines and standards in all retail environments with consistent supply and timely delivery.

Assistant Merchandiser, Rare Rabbit - New Delhi, IND

April 2021 - April 2022

- Tracked sales performance and analyze data for trends, category performance and stock movement.
- Ensured proper stock levels, transfers, and replenishments across stores.
- Allocated merchandise to stores based on sales patterns and inventory needs.
- Studied competitors, trends, and customer preferences to guide product decisions.
- Planned, implemented, and monitored seasonal sales and promotional campaigns.
- Generated weekly/monthly performance reports using tools like Excel and Power BI. Worked closely with marketing, operations, and finance teams.

Educational Background

Master of Business Administration (MBA), Financial Management

Himalayan University - Uttarakhand, India

April 2023 - 2025 (Pursuing)

- Specialization in Risk Management & Valuation

Bachelors of Business Administration (BBA), Financial Management

Integral University - UttarPradesh, India

March 2020 - March 2023

- Specialization in Corporate Finance, Investments & Economics

Contact

Residence - Al Rawdah, Riyadh

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Nationality - Indian

+91-8979532494

Skills

Technical Skills

- Data Analytics
- Demand Planning
- Forecasting
- Inventory Management
- Risk Management
- Financial Analysis

Tools/Software

- MS Dynamics 365 Cloud
- MS Office 365
- MS Fabrics (Power BI)
- Animated Presentation

Languages

- English (Professional, Fluent)
- Hindi (Bilingual Proficiency)
- Urdu (Native)
- Arabic (Elementary)

Certification/Short

Coursess

- Chartered Financial Analyst (CFA) - L1
- Procurement & Sourcing - Rutgers B School, New Jersey
- Business Data Analysis - Macquarie University, Sydney

Additional Information

- Served as Team Lead in the company-wide initiative for process improvement.
- Volunteered as Treasurer, in Local Nonprofit Organization.
- Received "Excellence" in Financial Management Award, Borcelle Corporation.