

RASHI RANJAN

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PROFILE SUMMARY

Innovative and creative Colour Consultant with over 2 years of experience in the paint and coatings industry. Skilled in understanding client preferences, providing tailored color solutions, and implementing design principles that elevate aesthetic appeal and customer satisfaction. Adept at staying aligned with modern color trends and coordinating with sales and marketing teams to boost brand visibility and drive conversions.

KEY SKILLS

- Color Theory & Design
- Client Consultation
- Customer Relationship Management
- Sales & Promotion Support
- Space Aesthetic Planning
- Trend Analysis & Modern Shades
- Business Development
- Excel & Reporting

WORK EXPERIENCE

Color Consultant – Asian Paints

01/2023 – Present

- Provided expert guidance on color schemes, combinations, and finishes for residential and commercial clients.
- Applied color theory to create visually appealing and functional designs.
- Advised customers using shade cards, catalogs, and digital visualization tools.
- Collaborated with sales teams to enhance product displays and marketing campaigns.
- Conducted training and color awareness workshops for internal teams and clients.
- Stayed updated on new color palettes, materials, and design trends to offer modern solutions.
- Increased customer satisfaction and repeat business through personalized consultation.

EDUCATION

- B.Com (Commerce) – Patliputra University, 2022 – 70%
- 12th (CBSE) – 2019 – 85–89.9%
- 10th (CBSE) – 2017 – 70–74.9%