

FARJAD SHEIKH

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PROFILE

Highly committed professional with diversified managerial experience and proven leadership skills possessing core knowledge on e-Commerce operations. Skilled in maintaining productive partner relationship & developing effective client and patient assistance procedures. Specialized in continuous business process improvement, agile and proficient with using Microsoft Office Suite & various eCommerce platforms.

PROFESSIONAL EXPERIENCE

MANAGER - OPERATIONS (BUSINESS PROCESS OUTSOURCING)

(SEPTEMBER 2020 - PRESENT)

Matech Consulting & Outsourcing, Karachi - Pakistan

- Managed outsourced processes, services & projects including providing technical support, back-office services, call center and payment processing facilities to US based corporations.
- Redesigned teams' KPIs; established targets within the processes and reviewed team performance at agreed intervals. Maintained regular performance reviews of processes and established improvement plans.
- Reconciled monthly attendance/clock sheets shared by the clients, performed payroll processing of the team & assisted Finance Dept in generating invoices charged to clients.
- Conducted weekly meetings with clients to obtain performance feedback, design weekly shift schedules, review upcoming tasks & assigning them to appropriate teams.
- Developed a high standard for productivity, quality, and customer service including implementation of quality assurance procedures.

TEAM LEAD - PARTNER SUPPORT CENTER

(APRIL 2018 - APRIL 2019)

Alibaba Group-Daraz.pk (Jade E-Services Pvt. Limited), Karachi - Pakistan

- On boarded as the first member of PSC. Recruited & supervised a team of 25 agents.
- Managed 25000+ sellers based across Pakistan; developed trusted advisor relationship with key accounts/brands; handled complex issues presented by merchants.
- Conducted focused group sessions in Karachi, Lahore & Islamabad to determine trouble areas of partners and working on same through amending processes & SOPs.
- Designed department's SOPs, KPIs, FAQs & maintained QA standards for the team ensuring calls and emails were dealt with firm standards.
- Maintained dashboards on Sales Force to determine & allocate tasks to team along with restructuring complain escalation process and automations resulting in reduction of annual seller complains by 25%.
- Revamped the support department as per Alibaba's requirements including conducting UAT to ensure unforeseeable issues arising during system & data migration are timely reviewed & resolved.

PROCESS SUPPORT ANALYST - COMMERCIAL OPERATIONS

(APRIL 2017 - MARCH 2018)

Alibaba Group-Daraz.pk (Jade E-Services Pvt. Limited), Karachi - Pakistan

- Monitored vendor's complaint ratio and determined root cause of the issues.
- Performed real time analysis of data. Identified system and process improvement opportunities by providing tactical and strategic actionable and solutions to improve seller experience & operations performance in parallel.
- Participated in cross process initiatives proposing cost-efficient recommendations to associated operational teams and logistics fleet including 3PL, ensuring to maintain optimized inventory and timely deliveries.
- Collaborated with Commercial Teams, Finance and Catalogue Management Team, ensuring partner centric issues were reviewed and resolved within provided TAT.
- Proposed improvements to seller on-boarding process through feedback and identification of KYC issues.
- Monitored product listings and pricing strategies during campaigns along with proposing recommendations to merchants based on their needs.

PRODUCTION TEAM LEAD - CATALOGUE MANAGEMENT

(JULY 2016 - MARCH 2017)

Alibaba Group-Daraz.pk (Jade E-Services Pvt. Limited), Karachi - Pakistan

- Managed Daraz Studio resources based in Karachi & Lahore including 30 employees comprising of photographers, models, beauticians, helpers and packers.
- Designed and implemented product photoshoot guidelines including setting benchmarks.
- Revamped department SOPs, established and implemented KPIs, ensured daily targets were achieved and shared progress reports with HOD.
- Planned merchant's photography schedules. Accountable for inbound photo shoot products and ensured these were returned within provided TAT.
- Hired contractual models, performed payroll processing and maintained work and photography logs.

CONTENT DEVELOPER & ANALYST - CATALOGUE MANAGEMENT

(JANUARY - JUNE 2016)

Alibaba Group-Daraz.pk (Jade E-Services Pvt. Limited), Karachi - Pakistan

- Creatively composed SEO-friendly content as per guidelines for diversified categories of products.
- Generated and integrated master-templates for specified products range on Daraz Seller Center.
- Participated in meetings with Vendor Managers to review completed and upcoming tasks.

PROJECT EXPERIENCE

PROJECT MANAGER - OPERATIONS

(MAY 2019 - JANUARY 2020)

Hooseni Orphanage & Medical Center (NGO), Karachi - Pakistan

- Reconciled donations received with bank balances and cash in hand.
- Redesigned orphanage's expenditure approval and recording process; eliminating irrelevant expenses incurred.
- Designed appropriate recording formats replacing single entry book keeping.
- Streamlined operations process of Medical Center including standardizing treatment charges. Responsible for inbound, recording and conducting monthly stock counts of procured medicine.
- Provided assistance to appointed external auditor for successful completion of audit.
- Maintained daily attendance and monthly payroll processing along with generating and sharing monthly progress reports with Board Committee.

EDUCATION

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| • BSc.(HONS) IN ACCOUNTING & FINANCE
<i>Oxford Brookes University, England</i> | 2020 |
| • ADVANCED DIPLOMA IN ACCOUNTING & BUSINESS
<i>ACCA Global</i> | 2018 |
| • ACCA - FUNDAMENTAL LEVEL
<i>KNS Institute Of Business Studies, Karachi</i> | 2018 |

TRANSFERABLE SKILLS

Team Management, Relationship Management, Resource Allocation & Time Management, Problem-solving, Business Process Improvement, Process Outsourcing, Strategic Planning, Conflict & Dispute Resolution.

ACHIEVEMENTS

- Daraz Regional Employee of the Month (2018)