

Nouman Ayub

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H.No.C8, Sheet 18, Opposite Check Post 1, Model Colony Karachi

ORGANIC BUYER GROWTH ANALYST

Passionate data-driven strategist specializing in analyzing market trends, consumer behavior, and competitive landscapes to optimize strategies for organic growth and enhanced buyer experiences. Excels in uncovering expansion opportunities and delivering actionable recommendations for sustainable growth.

KEY COMPETENCIES

Data Analysis	Trend Forecasting	Adaptability
Market Research	Communication Skills	Problem-Solving
Consumer Behavior Analysis	Cross-functional Collaboration	Critical Thinking

PROFESSIONAL EXPERIENCE

Daraz Pakistan - Alibaba Group

Karachi, Pakistan

Organic Buyer Growth Analyst - Search

Feb 2020 - Present

Dynamic Search Analyst adept at optimizing organic traffic acquisition through in-depth analysis and trend identification, enhancing campaign effectiveness by translating user behavior insights into actionable strategies. Skilled in fostering a customer-centric approach through cross-functional collaboration, driving successful campaigns with a passion for data-driven innovation.

Accomplishments:

- Orchestrated the successful delivery of a cutting-edge Search Product by spearheading a comprehensive project. This initiative encompassed mapping broad search queries to strategically assign gateways to the most relevant high-conversion areas, thereby facilitating seamless customer journeys and maximizing purchase opportunities.
- Drove a substantial increase in Platform Click-Through Rate (CTR) from a baseline of 65% to an all-time high of 78%, employing strategic optimizations and data-driven insights to enhance user engagement and platform effectiveness.
- Dedicatedly focused on Lifestyle categories, providing crucial organic search insights, optimizing relevant search results, and minimizing mis-categorization issues. By offering additional support, successfully increased Click-Through Rate (CTR) from 28% to an industry-leading 38%, achieving an all-time high.
- Led rigorous Per Item (PI) reviews, resulting in achieving a remarkable lowest PI score of approximately 4% for the platform. This accomplishment underscores a meticulous approach to quality assurance and operational excellence, ensuring an optimal user experience and platform performance.
- Implemented robust strategies to minimize assortment gaps and reduce zero or low stock occurrences, resulting in improved customer satisfaction and retention, while streamlining operational efficiency.
- Proficiently analyze weekly and monthly Search reports, extracting key insights to optimize strategies. Deliver actionable recommendations for campaign enhancement and business growth based on data interpretation. Effective communication of findings to stakeholders, fostering informed decision-making and continual improvement.
- Experienced in trend forecasting and demand analysis, adept at identifying market trends and predicting consumer behavior. Skilled in interpreting data to anticipate shifts in demand and provide strategic recommendations. Effective communicator in presenting findings to guide decision-making processes.

Customer Experience Associate

Jun 2018 - Jan 2020

- Served as primary customer contact, ensuring prompt and courteous assistance across the service lifecycle.
- Implemented comprehensive issue resolution processes, effectively addressing inquiries, concerns, and complaints.
- Demonstrated adept problem-solving skills, identifying and implementing tailored solutions to meet customer needs.
- Managed customer escalations with professionalism and empathy, fostering satisfactory outcomes for all stakeholders.

Canteen Stores Department
Retail Operations Manager

Karachi, Pakistan
Nov 2015 - May 2018

- Directed all aspects of retail operations, including customer interactions, supplier management, and day-to-day functions, ensuring seamless functioning.
- Managed inventory processes to optimize product availability while minimizing excess stock, implementing effective replenishment strategies.
- Led and supported a team to deliver exceptional customer service, resolving issues proactively and fostering loyalty while collaborating cross-functionally to enhance operational efficiency and drive performance improvements.

M.S.P Pvt. Ltd.
Computer Operations Specialist

Karachi, Pakistan
Dec 2014 - Oct 2015

- Efficiently managed records to ensure streamlined operations and accessibility.
- Addressed customer queries promptly, coordinated with delivery personnel, and oversaw SIM card inventory, implementing effective strategies and generating insightful reports for decision-making.

Fire & Safety
System Support Specialist

Islamabad, Pakistan
Sep 2014 - Nov 2014

- Supported accounts management processes, ensuring adherence to financial procedures and standards.
- Managed file organization and updates, optimizing accessibility and efficiency in information retrieval.
- Produced quotations and invoices accurately and in a timely manner, maintaining professionalism and precision.

Food24Hour
Data Processing Specialist

Islamabad, Pakistan
Aug 2013 - Jun 2014

- Conducted data entry tasks with precision and efficiency, maintaining high standards of accuracy.
- Managed receptionist duties, including greeting visitors and handling inquiries with professionalism.
- Successfully oversaw store operations, ensuring optimal inventory levels and providing excellent customer service.
- Interacted with the public, addressing inquiries and providing assistance to enhance customer satisfaction.

SKILLS

SQL
Power BI

Microsoft Excel
Microsoft Power Point

Salesforce
Data Analysis & Visualization

REFERENCE

Will be given on demand
