


Muhammad Bilal

User Generated Content | Community Management | Customer Experience

Contact

 +923033522921

 bilal321abbasi@gmail.com

Skills

- Project Management
- Operation Management
- Microsoft Office Suite
- Creative marketing
- Presentation & Report Creation

Language

English

Summary

Energetic Business Administration graduate with a passion for customer experiences and analytics. Skilled with improving customer and seller experiences, handling complaints, and collaborating with teams. Strong communicator contributing to successful marketing campaigns on social and other digital platforms.

Education

Bachelor of Business Administration

2018–2022

Iqra University

Experience

UGC Associate

Daraz pk (Alibaba Group)

Oct23– Mar24

- User Generated Content (UGC) Associate with a focus on optimizing customer and seller experiences. Proven expertise in efficiently resolving and investigating customer and seller experiences.
- Worked with tech team and introduced relevant filters on our workstation which increased our work efficiency that enhanced the reviews algorithm, ensuring alignment with our SOPs.
- Helped tec team to train AI model to automatically delete video reviews that are against SOPs and some certain words when used by customers to be deleted.
- Handling on average on 400+ Seller reports around 150 internal requests from teams to be resolved and google forms from seller end, also fulfilling claims.

Certificates

- Fundamentals of digital marketing Google Garage
- SHELL Tameer

On successful completion of Shell Tameer development Bootcamp