

# SHAHZAIB SHAFIQUE

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## | PROFESSIONAL SUMMARY

I began my journey in the world of e-commerce in November 2020, and I have continued to work in this dynamic field ever since. Over this time, I've acquired valuable experience and expertise in various aspects of e-commerce, including strategy development, project management, digital marketing, and customer experience. I am passionate about the e-commerce industry and committed to staying current with the latest trends and technologies to contribute to the ongoing success of my e-commerce endeavors.

## | WORK HISTORY

### **SpectrumBPO - E-Commerce Operations Manager**

Islamabad - 11/2020 - Current

- **E-commerce Strategy:** Develop and execute an overall e-commerce strategy for the clients, aligning it with business goals and objectives.
  - **Product Catalog:** Manage the product catalog, including adding new products, updating pricing and descriptions, and ensuring product listings are accurate and appealing.
  - **Inventory Management:** Monitor and maintain appropriate inventory levels, coordinating with the supply chain team to ensure products are in stock.
  - **Shipping and Fulfillment:** Oversee the shipping and fulfillment processes, optimizing delivery times and costs.
  - **Customer Service:** Manage customer service and support, resolving issues and addressing customer inquiries promptly and professionally.
  - **Budget Management:** Develop and manage the e-commerce budget, monitoring expenses and ROI for marketing campaigns.
- Team Leadership:**
- Lead and manage a team of e-commerce professionals, including digital marketers, and customer service representatives.
  - Set clear goals, provide guidance, and ensure team members are motivated and productive.
- Compliance and Regulations:**
- Stay informed about e-commerce laws and regulations, ensuring the company complies with all relevant standards.
- Market Research:**
- Conduct market research to identify trends, competitors, and opportunities for growth.
- Reporting:**
- Regularly report to senior management on e-commerce performance and propose strategies for improvement.
- Continuous Learning:**
- Stay updated on the latest e-commerce trends and technologies to implement best practices and drive innovation.
- Customer Feedback:**
- Listen to customer feedback and implement changes based on their suggestions and complaints to enhance the shopping experience.
- Problem Solving:**
- Be proactive in identifying and solving issues that may hinder the success of the e-commerce operation.

## | SKILLS

- **Account management**
- **Product Management**
- **Data Analysis**
- **Customer Service**
- **Budget Management**
- **Team Leadership**
- **Market Research**
- **Performance Metrics**
- **Reporting**
- **Problem-Solving**
- **Communication**
- **Project Management**

## | EDUCATION

### **University of Gujrat**

Chakwal - 09/2020

**Bachelor of Science:** Information Technology

### **Kallar Kahar Science College Mulhal Mughlan**

Mulhal Mughlan, Chakwal - 08/2016

**High School Diploma**