

Sarim Javed Abro

Riyadh, Saudi Arabia sam.ron.sj@gmail.com, sarim_abro07@hotmail.com | +966511569246 (Iqama: Available)

EDUCATION

Institute of Business Management (Karachi) MBA (Logistics and Supply Chain Management) Specialization Course: Procurement	June 2017 – July 2019 GPA – 3.01/4.0
Iqra University (Karachi) BBA Honors	Sept 2012 – June 2016 GPA – 2.71/4.0

WORK EXPERIENCE

Daraz E Commerce Company (Alibaba Group)

Branch Manager (Operations)

March 2022- April 2025

- **Facility Operations Management:** Oversaw all key functions including Inbound, Outbound, RTV, and Customer Returns, handling **6,000+ packages monthly** across the facility.
- **Inbound Process Monitoring:** Tracked package journeys across all statuses, ensuring **99% accuracy** in status transitions and reducing processing delays by **30%**.
- **Outbound Process Oversight:** Managed scanning and dispatch of **200–300 mobile sacks daily** via LEX App Device, maintaining a **98% on-time pickup rate**.
- **Seller Packaging Guidance:** Trained and supported **150+ sellers** on SOPs, resulting in a **25% drop in packaging-related delivery rejections**.
- **Route Coordination:** Optimized route dispatch accuracy, ensuring **zero-miss pickups** for 3 consecutive months and reducing vehicle idle time by **20%**.
- **Return to Vendor (RTV) Management:** Supervised RTV flows across 5 key stages, achieving a **97% successful return rate** within SLA timeframes.
- **Reverse & Forward Logistics Reporting:** Identified and resolved process gaps that led to a **15% reduction in delayed deliveries** and improved team response time by **22%**.
- **Damage Control:** Flagged and documented **50+ damaged packages/month**, reducing claim escalation turnaround by **40%**.
- **Package Retention SOP:** Enforced 7-day holding rule, resulting in **100% compliance** with scrap transfer timelines and minimizing storage backlog.
- **Customer Collection Coordination:** Ensured timely inbounding of **400+ customer collection packages/month**, improving collection success rate to **95%**.
- **Customer Package Journey Tracking:** Maintained close tracking from CP Station to collection, achieving **zero package loss** in customer pickups.
- **Customer Support:** Resolved **98% of customer issues within 24 hours**, with clear communication on return procedures, leading to a **15% boost in CSAT scores**.
- **Cross-Department Collaboration:** Led daily syncs with operations, resulting in backlog reduction from **900 to under 300 packages/week**.
- **Package Investigations:** Conducted CCTV-based audits and resolved **100% of high-risk discrepancies** within 48 hours, preventing potential losses.
- **Facility Administration:** Managed daily facility operations for **50+ staff**, including issue resolution, attendance, and basic HR coordination.
- **5S Audits:** Conducted monthly 5S audits with **85%+ compliance** across all zones, contributing to a safer and more organized warehouse environment.
- **Vendor Fraud Monitoring:** Detected and escalated **5+ vendor fraud cases**, leading to corrective action and updated security protocols.

Contech Corp, Karachi, Pakistan

SEO Executive

Sept 2020 - Mar 2022

- Utilize tools like Uber Suggest, Ahrefs, Moz, and Keyword Planner Tool to identify relevant keywords for clients' businesses.
- Manually assess weekly keyword rankings using tools like Google Search Console, Ahrefs, or SEMrush.
- Create compelling and optimized classified ads and business profiles tailored to clients' target audience and objectives

SKILLS AND INTERESTS

- Link Building
- Microsoft Office
- Negotiation
- Guest Posting
- Backlink Research
- Customer Service
- Vendor Management
- Operations Management
- Supervisory Experience
- Leadership
- Operational Efficiency
- Inbound Logistics
- Outbound Logistics
- Reverse Logistics
- Forward Logistics