

# Sumaira Fida



Driven by a passion for excellence, I bring 16 years of rich experience across Business Planning & Execution, Sales Management, and Data Analysis. My proficiency in Operations Management, combined with a proven track record in Customer Service and Stakeholder & Vendor Management, empowers me to deliver strategic solutions and optimize performance in dynamic environments.

+923454444142

sumaira.shaah@gmail.com

Islamabad, Pakistan

linkedin.com/in/sumaira-fida-

## Technical Skills

Microsoft Office  
Analytics  
SQL (Learning/In progress)

Data Visualization  
Business Insights

## Education

Superior University Lahore  
MBA Marketing & Finance  
February 2010 | 3.7 CGPA

## Professional Experience | 16 Years



easypaisa

### Manager Channel Planning

Telenor Microfinance Bank | Islamabad, Pakistan

May 2023 - Present

- Responsible for planning and execution of channel strategy on direct and alternate distribution channel
- Campaign and promotion designing for maximum impact with optimum budget utilization
- Driving acquisitions, distribution/retail channel and business growth Forecasting, Target allocations and negotiating with stakeholders
- Using data analytics for holistic insights by linking channel and customer data for channel monitoring, planning and growth
- Utilizing SQL to perform basic queries, data extraction, and data transformation as part of my self-learning journey



### Assistant Manager Sales Administration

Philip Morris International | Sargodha, Pakistan

Aug 2022 - May 2023

- Sales Planning with respect to increase the Primary & Secondary in region, Sales Analysis, Stakeholder Management, Operations & Communication Management, Administrations & Trade Marketing
- DSR performance management by daily reporting of assigned KPIs
- Responsible to provide administrative & logistics support in terms of Expenses claims, Raising PR/PO, Fleet proposals & budget monitoring by using SAP & Coupa



### Assistant Manager Franchise Enablement

Telenor Pakistan | Lahore, Pakistan

Jul 2019 - Jul 2022

- Achieved & managed the CSAT 84% nationally at Franchise Services in every month
- Planned, Executed the campaign for MTA upsell & achieved the target more than 100% at Franchise Channel
- Two Miles stones were achieved during Covid (work from home model)
  - Capability development of Franchise CROs by online trainings
  - 50k Mobile account activations in a month
- Done a project for recall reduction at contact center by performing quality checks on CRO's calls & technology related issues

### Sales Planning & Reporting – Specialist

Telenor Pakistan | Gujranwala, Pakistan

Jan 2019 - Jul 2019

- 85% reduced the dependability of ASM for system usage by providing the daily KPI visibility direct to both ends (Business partner + ASM) via report automation
- Customized dashboard solution in excel and provide the 1 click visibility for 25 KPIs overview in a single file

### Channel Planning & Enablement - Specialist

Telenor Pakistan | Lahore, Pakistan

Jun 2017 - Dec 2018

- Managed all the backend operations of 20 Telenor Self Service Booths during the launch of project with Project Manager
- Got the recognition for timely and smooth execution of Inventory management, Cash replenishment & Vendor/stakeholder management

## **Branded Retail Performance Management & Analytics – Specialist**

Telenor Pakistan | Lahore, Pakistan

May 2016 - May 2017

- Sales Planning, Targets Management Commissioning & Process improvement analysis
- Got recognition on managing the stakeholder expectation during the organizational transformation phase

## **Channel Reporting & Performance Management - Executive**

Telenor Pakistan | Lahore, Pakistan

Aug 2014 - Apr 2016

- Done impactful analysis for the support of cost reduction decision at Sales & Service Center (Company owned physical channel)
- Gauged the performance of physical channels (Franchise, Easy Shops & SSC) by statistical analysis and suggested recommendations for improvement of KPIs (Value added sales, Campaign designing & Net Promoter Score)

## **Workforce Management - Executive**

Telenor Pakistan | Lahore, Pakistan

Jun 2012 - Aug 2014

- Three-time declared as employee of the month based on speedy communication
- Interaction with Top Management regarding contact center operational Challenge
- Contact center capacity building (Resource Planning & Optimization, Forecasting and call routing)
- Run time traffic management, outsource partner, stakeholder Management & Backup Team Lead

## **Postpaid Operations – Officer (Contract)**

Telenor Pakistan | Gujranwala, Pakistan

Jun 2009 - May 2011

- Controlled 60% to 70% daily churn of postpaid customer in Mobile number Portability
- Got recognition for churn control & developed the team of 25 members
- Conducted audit of Consumer Postpaid sales
- Managed nationwide bill delivery for postpaid accounts both including private & corporate

## **Sales Support - Executive**

Outreach Pvt Ltd. (Shell Pakistan's Distributor) | Lahore, Pakistan

Aug 2008 - May 2009

- Customer search through Web & Yellow Pages, Sales Operations & management



## **Projects**

Telenor Self Service Booth

**Telenor Pakistan**

**Jun 2017 - Dec 2018**

Tools: Vending/Dispense Machine

To cater the customer without any human interaction (without agent) in which customer can done any GSM/FS activities on self service

Customer Satisfaction (CSAT/DSAT)

**Telenor Pakistan**

**Mar 2017 - Dec 2018**

Tools: Address the Customer Pain Point

Gaging the Customer Satisfaction and Dissatisfaction by CSAT IVR. Identification of Customer Pain Point regarding Services provided on Franchise Channel.

Postpaid Customer Retention

**Telenor Pakistan**

**Mar 2010 - Dec 2011**

Tools: Add-Ons, Customer Billing Issues

Developed a team to reduce the churn of Postpaid customer and increase the retention by listening and addressing the customer concern