

# Nadim Salim Sheikh

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## Skills

**Languages:** Python, SQL

**Data & Analytics Tools:** Tools: Power BI, Power Query, DAX, Tableau, Microsoft Excel

**Productivity & Collaboration Tools:** PowerPoint, Microsoft Clarity, AI Productivity Tools

**Platform & Systems:** Shopify, WMS, OMAS, Semrush, Lofty, One Key MLS, Ecommerce, DocuSign

**Professional Skills:** Project & client management, SEO optimization & performance monitoring, data reporting & analysis, employee training & development, team leadership & conflict resolution, critical thinking, problem solving, and decision making.

## Work Experience

**Arista Systems Pvt Ltd, Nagpur: Team Lead - Fulfillment Operations**

**Oct 2018 - Present**

### E-commerce & Fulfillment Operations

- Led end-to-end fulfillment operations, ensuring timely order processing and customer satisfaction.
- Used Power BI, Power Query, and DAX to generate actionable insights and improve operational efficiency.
- Managed reporting, performance monitoring, and employee training to boost productivity.

### Real Estate Operations & Client Management

- Managed content, website, and property listings for a real estate client, optimizing blogs, campaigns, and SEO to drive engagement and leads.
- Leveraged Lofty, StreetEasy, Zillow, OneKey MLS/Matrix, DocuSign, REsimpli, and AI tools (Lofty AI, ChatGPT) for listing management, email campaigns, and workflow automation.
- Designed targeted email campaigns and blogs, supporting lead conversion and deal documentation.

### Digital Marketing & Content Optimization

- Reviewed and optimized blogs for SEO, engagement, and organic reach using Semrush, Microsoft Clarity, and AI content tools.
- Developed content strategies and monitored KPIs to enhance readership and interaction.

### Inventory Control & Retail Operations

- Streamlined inventory and warehouse management using Shopify, WMS, and VRP, reducing discrepancies and improving order accuracy.
- Coordinated with sales and fulfillment teams, monitored KPIs, and implemented process improvements.

## Project Work

- **E-commerce Data Analysis & Dashboards:** Developed five dynamic dashboards using Power BI and Excel, generating data-driven insights that accelerated decision-making by 20% and boosted sales by 15%.
- **System Integration & Workflow Optimization:** Integrated four mission-critical systems (Shopify, Warehouse, OMAS, Inventory), reducing operational bottlenecks by 15% and increasing business efficiency by 10%.
- **Real Estate Content & Listing Optimization:** Managed website content, property listings, and marketing campaigns for a real estate client using OneKey MLS, Street Easy, Zillow, and AI tools. SEO-optimized blogs and targeted email campaigns improved lead engagement and conversion by 25% and enhanced online visibility and brand presence.
- **Blog Review Analysis & SEO Enhancement:** Analyzed 150+ client blogs using AI-assisted SEO tools and content optimization techniques, improving organic traffic by 30%, enhancing Google rankings, and increasing brand visibility and engagement.
- **Employee Feedback System Implementation:** Designed and implemented a feedback system across induction, presentations, and test processes, increasing process efficiency by 25% and boosting employee engagement.

## Education

**Indira Gandhi National Open University, Nagpur**  
**Masters in Psychology (Counselling Psychology)**

**Jan 2022 – Sept 2025**

- Clinical practicum, therapy, assessment, crisis intervention, mental health research, data analysis, client and project management.

**G.H. Raison College of Engineering (GHRCE), Nagpur**  
**B.E. in Mechanical Engineering**

**Aug 2013 – Jun 2017**  
**CGPA: 8.21/10**

- Analytical and problem-solving skills, teamwork, leadership, communication, organizational skills.

**New English High School & Junior College, Nagpur**  
**HSC- General Science**

**Jun 2011 - Jun 2013**  
**84%**

- Gold Medalist, college football captain, leadership, teamwork.

## Certifications

- Power BI, Power Query & DAX (Edu4Sure); SQL & Relational Databases (Coursera); Data Foundations & Generative AI (Google)
- SEO Principles & Content Marketing Fundamentals (Semrush), Leadership: The Emotionally Intelligent Leader by (Udemy)