



Syed Zohaib Iqbal

Operation & Experience Analyst

WORK EXPERIENCE

Account Manager

US Mobile – Karachi, Pakistan

07/2022 – 10/2023

- Conduct comprehensive analysis of operational processes to identify areas for improvement.
- Utilize advanced analytical tools and techniques to extract insights from large datasets and provide actionable recommendations resulting in growth of revenue.
- Analyze revenue and create pivots by using different data analysis tool.
- Working with product team on areas which need improvements resulting in growth of active clients.
- Building dashboards for internal and external stakeholders of the company.
- Looking into data shared by Amazon and reconcile them with company's key accounts to identify those falling under frauds and compliance.
- Visualizing data by generating interactive reports on Looker Studio for reporting purposes.
- Running Query on Google Big Query to extract required data.
- Act as a subject matter expert on operational processes and provide guidance to stakeholders across the organization.
- Sharing ideas and feedback on local trends including competitors insights, customer needs, product and market information.
- Ensure compliance with regulatory requirements and internal controls, conducting risk assessments and implementing risk mitigation strategies.
- Perform financial analysis, including budgeting, forecasting, and variance analysis, to support decision making processes.
- Closing potential leads and onboarding 828 Clients and being direct point of contact for them.

Customer Success Associate

ORAAN TECH PVT LTD – Karachi, Pakistan

01/2022 – 05/2022

- Reconciled accounts on daily basis, designing policies for accounts receivables and bad debts, payment
- Worked as a liaison between data, Support and OPS team by collecting & providing data as per needs.
- Designed strategies to reduce response time and made customer experience better by identifying gaps and analyzing the trend in queries (infobip chat management).
- Provided direct customer support to resolve queries and address any inconveniences.
- Solely managed payouts, from looking into invalid and unverified accounts & reported them to finance.
- Actively participated with product team to integrate new features (Chabot and app interface) into the app, leading to early payments and efficiency.
- Worked as a Co-author on a newly led project (BNPL).
- Business or Sector Financial and insurance activities

Sales Representative

KDA Digitals – Karachi, Pakistan

10/2016 – 12/2017

- Worked as a front seller, also did upsell for existing clients and provided support.
- Worked with team setting up PPC campaigns for different products and monitored and calculated ROI.
- Managed multiple accounts and worked as a Project Manager.
- Designed strategies for ex clients and retained 80% of them.

EDUCATION

- MSC – DATA ANALYTICS (OCT 2023 – Present)
BSBI (Berlin School of Business & Innovation)
- BSC – ACCOUNTING AND FINANCE (2017 – 2019)
Bahria University Karachi Campus
- A-Levels (2014 – 2016)
Foundation Public School (Karachi)

CERTIFICATIONS

- PYTHON FUNDAMENTALS FOR BEGINNERS
Great Learning Academy - 2023
- INTRODUCTION TO ANALYTICS
Great Learning Academy - 2023

CONTACT

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CAREER SUMMARY

A results-driven Operation Analyst with a robust foundation in accounting and finance. Proficient in enhancing processes, conducting business analysis, and optimizing operational efficiency. With extensive expertise in leveraging advanced analytical tools, I drive business performance and identify opportunities for cost savings, revenue optimization, and risk mitigation. Committed to delivering strategic insights and fostering operational excellence, I seek dynamic opportunities to contribute to organizational success in the role of an Operation Analyst

SOFTWARE TOOLS

Jira
Tello
Zoho (CRM)
Zoho subscription (CRM)
Limelight (CRM)
Tableau
Hubspot (CRM)
OMS (CRM)
MS Excel/Word

TECHNICAL SKILLS

Process Improvement
Data & Financial Analysis
Accounting and Finance
Budgeting and Forecasting
Risk Mitigation
Regulatory Compliance
Cross-functional Collaboration
Advanced Analytical Tools
Reporting & Dashboard Creation
Strong Communication Skills

PERSONAL SKILLS

Effective Communication
Management
Leadership
Decision Making
Organizing and Planning.

LANGUAGES

English – C2
German – A1
Urdu