

# Ishrat Naz sheikh

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Results-oriented Retail Purchasing Associate with a proven track record of success in account and vendor management. Skilled in developing relationships with brands, negotiating contracts, and optimizing product assortment to drive sales and profitability. Strong attention to detail, analytical thinking, and ability to identify trends to make informed purchasing decisions. Excellent communication and collaboration skills to work effectively with cross-functional teams and external partners. Passionate about delivering exceptional customer experiences and exceeding business objectives.

Pursuing a Diploma in Digital Marketing & Ecommerce, combining traditional supply chain expertise with modern digital strategies to optimize vendor relations and enhance business growth.

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## Professional Experience

### Daraz.PK – Procurement Associate (August 2022 - March 2025)

#### **Key Account / Vendor Management:**

- Handled and managed multiple high-value accounts across categories including **confectionery, beauty, grocery, and mother care** brands, ensuring sales growth and strong vendor relationships. Negotiated pricing agreements and supported brand/supplier onboarding.

#### **Purchasing (order processing & fulfillment)**

- Assisted in sourcing and evaluating suppliers for category Product.
- Managed purchase orders and inventory levels to prevent stockout.
- Optimized interactions with suppliers, brands, and logistics teams to achieve 60% reduction in lead time.
- Stock fulfillment for achieving 70% reduction in OOS occurrences from the in-stock team's demand match.
- Directed order lifecycle from start to finish, maintaining a 98% punctual fulfillment rate.

#### **Inventory Specialist**

- Monitored and maintained optimal inventory levels based on sales forecasts.
- Resolved order issues, cancellations and returns within SLA, boosting customer satisfaction by 25%.
- Optimized interactions with suppliers, brands, and logistics teams, achieving a 60% reduction in lead time.
- Performed regular review to ensure accuracy of inventory records.
- Identified slow-moving items and worked on clearance strategies.
- Collaborated with merchandising team to plan product promotions and displays.

#### **Pricing & Promotion Management:**

- Negotiated pricing and terms with vendors to achieve cost savings.
- Partnered with pricing team to maintain competitive platform pricing.
- Supported execution of flash sales, seasonal campaigns, and promotions.

#### **Performance Analysis & Reporting:**

- Conducted market analysis to adjust pricing strategies.
- Analyzed metrics to evaluate sales trends, inventory accuracy, and fulfillment efficiency.
- Produced periodic summaries of sales patterns, inventory changes, and vendor metrics.
- Utilized analytics tools like Power BI, Excel, and internal dashboards to optimize decision-making.

## **VavaCars Pvt. Ltd. - Retail Specialist (April 2020 - June 2022)**

### **Lead Generating Executive:**

- Conducted in-depth analysis through database & social media to target and evaluate potential client leads.
- Assessed prospects against set benchmarks to gauge their appropriateness as client.
- Ensured CRM software contained precise and updated lead and interaction records.

### **Purchase & Payments:**

- Oversaw corporate de-fleet account purchasing, guaranteeing timely procurement.
- Maintained transparency on daily payment activities by preparing and submitting schedules.
- Worked alongside Operations Management to achieve punctual deliveries within the consumer purchasing network.

### **Compliance/KYC & PBI Reporting:**

- Conducted re-verification of documentation to ensure adherence to regulations prior to payment release.
- Aggregated performance metrics of all PCMs on Power BI to derive strategic insights.
- Facilitated enhanced decision-making in Operations through ad-hoc reporting and data analysis support.

## **Ibex Global Pvt. Ltd. - Customer Support Executive (February 2019 - December 2020)**

### **OLX Pakistan & Careem. pk**

- Oversaw user-generated content and addressed product-related challenges.
- Handled inbound and outbound queries, ensuring timely resolution within SLA to maintain service quality.
- Consistently maintained customer satisfaction score above 90% with rapid response times.
- Assisted in managing listings, user escalations, and complaint handling, improving customer satisfaction.
- Gained practical exposure to process documentation, team coordination, and client support.

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## **Education**

**Diploma in Digital Marketing & E-commerce** July 2025 - Present  
Institute of Business Management

**Masters in Institutional Management** January 2019 - December 2020  
University of Karachi

**Honors in Public Relation & Communication** July 2016 - December 2018  
University of Karachi

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## **Key Skills**

- Key Account & Vendor Management
- Purchasing & Procurement
- Inventory Management
- Demand Forecasting and Planning
- Handling Project & Team coordination
- Market Analysis
- Negotiation and Communication

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## Certifications

### **Advance Excel Professional: PIMs (Pakistan Institute of Management)**

Advance Excel Professional Certification from Pakistan Institute of Management (PIM) KHI Clifton (In 2023)

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## Accomplishment

- Spearheaded end-to-end management of 41 brand accounts and 11 suppliers, contributing by **over 40%** through streamlined coordination to a significant reduction in stockouts and faster replenishment cycles.
  - Achieved **15%** cost savings by renegotiating vendor contracts.
  - Reduced excess inventory levels by **20%** through better demand forecasting.
  - Implemented new supplier evaluation process, resulting in improved product quality.
  - Streamlined procurement procedures, leading to **30%** reduction in order processing time.
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## Volunteering

**TCF (Visiting member of community service)** November 2025 Rotaract Club Kolachi

Joined TCF Rotaract club as a visiting member, contributing to social impact event and volunteer programs.

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## Languages

- **Urdu - Expert**
- **English - Proficient**