

Huraira Farooq

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EDUCATION

Karak Degree College

June'20- Jul'22

Intermediate in Commerce

WORK EXPERIENCE

Market Data & Research Analyst — Lumida Wealth | Mar'26 – Present

- Track and analyze real-time and historical data across a portfolio of US equity tickers (price, volume, macro indicators like CPI and Fed rate expectations), scraping and validating feeds for integration into Lumida's internal platform.
- Monitor major US financial news outlets daily to identify and curate coverage relevant to tracked securities and macro themes, feeding timely, market-moving news into the platform.
- Build and maintain an automated QA testing suite for the Lumida Wealth app — using AI-assisted development (Claude) to accelerate test creation — catching regressions before release and reducing manual QA time.
- Translate raw market and macro data into client-facing content, including formatted news titles/descriptions and interactive chart visualizations (e.g. gold prices, CPI, Fed rate expectations).

Procter & Gamble (P&G), Pakistan – Customer Support Operation Assistant (CSO)

Mar'25 – Oct'25

- Optimized end-to-end order management and inventory operations across **13–15 cities nationwide**, leveraging automation and cross-functional collaboration to achieve **99% accuracy** and enhance overall delivery performance.
- Monitored and updated **inventory tracking systems**, ensuring real-time stock visibility and minimizing out-of-stock incidents.
- Assisted in handling **customer complaints and order discrepancies**, ensuring quick resolution and maintaining high client satisfaction.
- Enhanced shipment reliability by overseeing automated tracking systems, minimizing delays, and leading root-cause analysis with transport teams to maintain operational efficiency.
- Demonstrated strong analytical and coordination skills while supporting cross-functional communication between regional and local operations teams.

Dastgyr Technologies UK – Export Operations Specialist (Remote)

Jul'24 – Feb'25

- Managed export operations across **8–9 countries**, ensuring seamless integration with the UK's vegetable market.
- Monitored and controlled the shipment lifecycle in **Odoo**, ensuring data accuracy from purchase order generation to final delivery.
- Managed procurement operations for **10+ international vendors**, processing 20+ purchase orders weekly.
- Maintained real-time shipment records to enhance operational efficiency.
- Collaborated with internal teams to resolve operational challenges and decrease disputes to almost **0%** and streamline workflows.
- Liaised with suppliers for invoice resolution and timely procurement.
- Coordinated with freight partners to optimize shipment upliftment and delivery timelines.

Dastgyr Technologies – Dascart, Drop Shipping Associate

Dec'23 – Jul'24

- Utilized Keepa and Scan Unlimited to identify profitable products and optimize inventory management.
- Conducted market research and competitor analysis to refine product listings and pricing strategies.
- Coordinated with suppliers to enhance product sourcing and delivery timelines.
- Monitored and analyzed sales performance to achieve revenue targets.

Dastgyr Technologies – Logistics Planner

Aug'21 – Dec'23

- Managed national-level daily route planning.
- Optimized routing, incorporating TFRs to achieve ~35% operational cost savings.
- Leveraged data-driven insights to assess logistical scenarios and align with business goals.
- Coordinated with operations teams for seamless route execution.

Dastgyr Technologies – Live Operations Lead

Aug'21 – July'22

- Ensured 95% success in meeting KPIs for on-time delivery and customer satisfaction.
- Maintained a 97% timely dispatch rate from retail sites.
- Led a team of delivery agents to optimize route management and delivery efficiency.
- Supervised support operations, ensuring timely issue resolution and reporting.
- Tracked and reported operational metrics daily.

RJ BPO Centre – Sales Executive

March'19 – Jun'21

- Managed 250+ inbound and outbound US customer calls daily with <1 min response time.
- Developed communication scripts and adapted them as needed.
- Identified customer needs, resolved issues, and generated ~PKR 100k in daily revenue.
- Maintained accurate records of customer interactions in the database.

Nexus BPO Centre – Sales Associate**Mar'17 – Mar'19**

- Engaged with international customers, generating ~PKR 25k in daily sales.
- Maintained detailed customer information and order processing records.
- Ensured a customer retention rate of 43% through effective communication and issue resolution.

PROJECTS & RESEARCH**Assessing the model for an optimized Internal Routing Engine**

- Evaluated inputs and collaborated with product, engineering, and routing experts to develop an optimized routing engine. Increased routing efficiency by 40% and reduced operational costs by 80%.

SKILLS & INTERESTS

Technical Skills: Excel, HTML5, CSS, SQL (basic proficiency), Keepa, Scan Unlimited, Odoo, Web Development

Interests: Table Tennis, Cricket, Video Games