

Khurram Surti

E-COMMERCE OPERATIONS MANAGER

Karachi South, Pakistan • +92 332 3752342 • info@khurramsurti.com
linkedin.com/in/khurramsurti • khurramsurti.com

Summary

Results-oriented E-commerce Operations Manager with 5+ years of experience leading agency teams at Digital Tech Box. Expert in scaling Walmart and eBay dropshipping businesses, overseeing end-to-end account management, and driving revenue growth. Proven track record in operational leadership, including staff hiring, payroll management, and financial planning, combining strong accounting fundamentals with modern e-commerce strategies.

Work Experience

Zynex Vision

Feb 2026 – Jun 2026

E-COMMERCE TEAM LEAD

- **eBay USA Store Management:** Directed end-to-end management of multiple eBay USA dropshipping stores, handling everything from new store creation and account setup to complete A-to-Z account services. Maintained daily store health while continuously hunting and onboarding new products to keep catalogs fresh and competitive.
- **Amazon USA Store Operations:** Established and managed Amazon USA stores on a dropshipping model, overseeing store creation, product listing, and ongoing order management while ensuring every listing met marketplace compliance and quality standards.
- **Shopify Store Management:** Ran complete Shopify store operations, including product hunting, product listing, and order processing, sourcing trending items and maintaining a seamless workflow from purchase through to final delivery.
- **Listing Optimization & SEO:** Optimized product titles, bullet points, descriptions, and keywords across eBay, Amazon, and Shopify to strengthen organic visibility, improve search ranking, and lift conversion rates on every platform.
- **Order Processing & Customer Support:** Supervised daily order processing and led the customer support function (Chat/Email) across all three platforms, resolving inquiries, refunds, and returns promptly to protect store ratings and buyer satisfaction.
- **Team Leadership:** Led and coordinated the e-commerce team across eBay, Amazon, and Shopify operations, assigning daily tasks, setting clear targets, and ensuring consistent, high-quality output across all stores and accounts.
- **Multi-Platform Growth & Product Sourcing:** Launched and scaled new stores from scratch on eBay USA, Amazon USA, and Shopify, conducting in-depth product research and competitor analysis to source high-demand, high-margin winning products while driving consistent sales and steady order flow across every store.

E-COMMERCE OPERATIONS MANAGER

- **Multi-Channel Store Management:** Managed end-to-end operations for a diverse portfolio of dropshipping stores on Shopify, Walmart Marketplace, eBay, and TikTok Shop. Oversaw SKU creation, bulk listing uploads, and catalog optimization for 5,000+ active products.
- **Logistics & 2-Step Dropshipping:** Orchestrated complex fulfillment workflows including 2-Step Dropshipping. Supervised the packaging process (Quality Control), coordinated with dispatch teams/couriers, and ensured secure packaging guidelines were met to minimize transit damages and returns.
- **Inventory & Supply Chain:** Maintained optimal inventory levels to prevent stockouts and overstocking. Monitored daily stock alerts and coordinated with suppliers (local and international) to ensure timely replenishment for continuous order flow.
- **Customer Experience (CS) Leadership:** Led the customer support function (Chat/Email) to resolve inquiries promptly. Managed the complete Return Merchandise Authorization (RMA) process, handling refunds and disputes efficiently to maintain high store ratings and customer feedback scores.
- **Staff Training & SOPs:** Developed and implemented Standard Operating Procedures (SOPs) for the team regarding order processing, customer response scripts, and listing quality standards to ensure consistency across all client accounts.
- **Sales & Revenue Growth:** Successfully scaled multiple client stores from scratch to consistent monthly revenue by implementing aggressive Buy Box Strategies and using repricing tools to stay competitive against other sellers.
- **Account Health Management:** Maintained a 99%+ Positive Seller Rating across platforms by strictly adhering to marketplace policies. Kept Order Defect Rate (ODR) below 1% and Valid Tracking Rate (VTR) above 99% through rigorous monitoring.
- **Product Hunting Success:** Utilized advanced tools like Dataspark, Marter, and Zik Analytics to identify high-margin "winning products." Conducted competitor sales volume analysis to source items with a proven track record of sales.
- **Listing Optimization (SEO):** Revamped product titles, bullet points, and descriptions with high-volume keywords, resulting in a significant increase in organic traffic and conversion rates for Shopify and marketplace listings.

Gul Ahmed & Co. Chartered Accountants — MANAGER ADMIN & RECEIVABLES

Aug 2017 – Aug 2020

- **Cash Flow & Receivables Management:** Managed the complete Accounts Receivable cycle, ensuring timely recovery of payments from clients to maintain healthy organizational cash flow.
- **Administrative Operations:** Oversaw daily office administration, streamlined document filing systems, and managed vendor relationships to ensure smooth business operations.
- **Financial Reporting & Compliance:** Assisted senior partners in preparing monthly financial reports and maintained accurate records for internal and external audits.
- **Process Improvement:** Implemented stricter financial controls for expense tracking, minimizing overhead costs and improving budget accuracy.

Haier Telecom — ASSISTANT MANAGER ACCOUNTS

Nov 2016 – Mar 2017

- **Financial Operations & Vendor Management:** Supervised daily accounting operations including high-volume vendor payments and bank reconciliations, ensuring seamless supply chain financial flow.
- **Cost Analysis & Reporting:** Assisted in the preparation of monthly financial statements and expense reports, helping management track operational costs and profitability.
- **Audit & Compliance:** Coordinated with external auditors to ensure strict adherence to company policies and financial regulations, maintaining 100% record accuracy.

- **Sales & Business Development:** Spearheaded sales operations by conducting direct meetings with B2B buyers and negotiating contracts. Successfully expanded the client base and increased monthly revenue through strategic market penetration.
- **Factory Administration & Payroll:** Managed end-to-end factory operations including the complete payroll processing for the workforce (Labor & Office Staff). Ensured accurate wage calculations, overtime handling, and timely disbursements.
- **Financial Recovery:** Managed the Accounts Receivable department with a focus on bad debt recovery. Maintained strict client follow-ups to ensure timely payments and optimize company cash flow.
- **Inventory & Stock Control:** Conducted regular physical stock audits and reconciled them with system records. Implemented inventory control measures that minimized shrinkage and ensured stock accuracy.

PREVIOUS EXPERIENCE (2002 – 2010)

Owner / Managing Partner — Movie Buzzz	Jul 2005 – Dec 2010
Accounts Executive — Jetex Industries (Pvt.) Ltd.	Aug 2004 – Jun 2005
Accounts Assistant — Gatron Industries Ltd.	Sep 2002 – Jul 2004

— **Core Competencies & Technical Skills**

E-COMMERCE PLATFORMS

Walmart Marketplace: Seller Center Management, WFS vs. Dropshipping, ODR Maintenance. **eBay:** Seller Hub, Store Subscription Management, Resolution Center. **Shopify & WooCommerce:** Store Management, Bulk Listing Uploads, Order Processing. **TikTok Shop (US):** Product Syncing, Affiliate Center Management.

ADVANCED PRODUCT RESEARCH & TOOLS

Walmart Intelligence: Expert in using Dataspark for seller scraping/store spying and Marter for analyzing sales volume and identifying high-potential winning products. **eBay Market Research:** Advanced use of Zik Analytics for competitor analysis, sales velocity tracking, profit calculation, and SEO-driven title optimization. **Sourcing Strategy:** Utilizing Keepa to track price history charts on Amazon, ensuring profitable sourcing for dropshipping inventory.

OPERATIONS & STORE GROWTH

Logistics Management: Direct Dropshipping & 2-Step Dropshipping (Quality Check, Repacking, Dispatching). **Listing Optimization (SEO):** Keyword research to optimize Titles, Bullet Points, and Descriptions for higher organic ranking. **Buy Box Strategy:** Implementing repricing strategies to win the Buy Box while maintaining healthy profit margins. **Account Health:** Proactive monitoring of VTR, ODR, and LSR.

SOFTWARE & AI PROFICIENCY

Productivity: Microsoft Excel (Reporting), Google Sheets, Zoom/Slack. **Generative AI:** Leveraging ChatGPT, Gemini, Claude, and DeepSeek to craft compelling, HTML-formatted product descriptions, professional customer emails, and policy appeal letters. **Custom AI SEO Tool:** Built a custom AI-powered SEO tool (developed with Claude) that generates optimized product listings, intelligently places high-value keywords throughout the copy, and exports a ready-to-use HTML file for direct upload to store and marketplace listings.

FINANCIAL ADMINISTRATION

Business Finance: ROI & P&L Analysis, Expense Tracking, Payroll Management, Vendor/Supplier Payment Reconciliation.

— **Education**

Bachelor of Commerce (B.Com)	University of Karachi	1995
Intermediate (Commerce)	Govt. College of Commerce & Economics, Karachi	1993