

SHAIKH MUBASHIR HASAN

Scaling Businesses Through Data-Driven Strategies

+923333920999 • mubashirhasan999@gmail.com • <https://www.linkedin.com/in/shaikh-mubashir-hasan-aaa06641/>
• Block 11, Gulshan-e-Iqbal, Karachi

Summary

Strategic E-Commerce & Category Management Professional with 6+ years of experience driving revenue growth, expanding key accounts and building high-impact brand partnerships across FMCG, Health & Beauty, and Grocery. Proven expertise in category strategy, performance marketing, commercial planning, data-driven decision-making, and cross-functional stakeholder management.

Key Achievements

 Key Account Management Managed 40+ Emerging Key Accounts, including leading retailers, brands, and aggregators.	 Category & Assortment Growth Expanded product assortment through new brand onboarding and SKU growth across FMCG, Health & Beauty and Grocery.	 Sales Growth Delivered 30% sales growth through account strategies, commercial planning, and cross-functional collaboration.
 Strategic Partnerships Developed JBP and commercial partnerships with key accounts and secured marketing investments.	 Business Analytics Conducted sales and assortment analysis. Tracked key performance metrics. Generated insights to support business growth.	 Performance Marketing Managed CPC campaigns. Optimized keywords and search visibility. Executed product boosting and sponsored campaigns. Monitored campaign performance and ROI.
 Stakeholder Management Collaborated with brands and cross-functional teams. Coordinated with internal and external stakeholders. Drove operational efficiency and issue resolution.	 Campaign & Commercial Growth Led campaign participation, promotions, pricing, and commercial negotiations to drive GMV and category growth.	 Seller NPS Improvement Improved seller NPS from 65 to 85 by addressing process gaps and providing effective solutions.
 Inventory Management Maintained optimal inventory levels. Monitored stock availability and replenishment. Reduced stock-outs and improved assortment availability.	 Flagship Store Onboarding Successfully onboarded and developed 50+ flagship stores, strengthening brand presence on the platform.	 Cross-Functional Collaboration Worked closely with Marketing, Operations, Logistics, Commercial, and Product teams to improve business performance and resolve issues.

Experience

Daraz (Alibaba Group) Category Specialist - FMCG	06/2026 - Present
- Managed FMCG, Health & Beauty and Grocery categories, focusing on GMV, assortment, and growth. - Cultivated and developed relationships with key brands, retailers, and aggregators to drive new brand onboarding and assortment expansion. - Planned and executed sales-driving campaigns, promotions, pricing, and commercial initiatives. - Analyzed GMV, orders, and category performance to identify growth opportunities. - Collaborated with cross-functional teams to resolve business and operational issues. - Negotiated commercial terms, marketing investments, and Joint Business Plans (JBPs) with strategic partners. - Prepared business reviews, performance reports and growth plans for management.	
Daraz (Alibaba Group) Key Account Manager – FMCG	Karachi, Pakistan 08/2024 - 05/2026
- Managed a portfolio of 40+ emerging FMCG accounts across the Health & Beauty and Groceries categories - Drove sales growth through data-driven strategies, cross-functional collaboration, and tailored account plans - Strengthened brand visibility and performance across Daraz by optimizing campaigns and resolving key operational challenges	
Daraz (Alibaba Group) Key Account Manager – Lifestyle	Karachi, Pakistan 11/2023 - 08/2024
- Managed 100 lifestyle category accounts, driving digital transformation and business growth on Daraz - Resolved operational challenges, built strong seller relationships, and enabled smooth transitions to the Emerging Key Account category - Recognized as Best Key Account Manager of the Year 2023 for exceptional performance and impact	

Experience

MEDZnMORE Pvt Ltd	Karachi, Pakistan
Project Lead	2022 - 2023
- Onboarded flagship stores on Daraz and Foodpanda, resolved key customer issues, enhanced user experience, and drafted return and refund policies - Increased operational efficiency and leading system integration and optimizing processes	
Daraz (Alibaba Group)	
Seller Experience Analyst	2021 - 2022
Increased NPS through process gap closure and effective seller guidance via cross-functional collaboration.	

Skills

Category Management · Project Management · Data-Driven Decision Making · Time Management · Relationship Management · Effective Communication · Leadership

Training / Courses

Certification of Artificial Intelligence — Alibaba International Certified AI Application Engineer

Education

Iqra University	Location
Bachelors in Business Administration	2015
Jauhar College	2009
Intermediate	
Everest Junior High School	2007
Matriculation – Science	

Languages

English Fluent ●●●●● Urdu Fluent ●●●●●

Awards

 Best Key Account Manager of the Year 2023
Recognized for exceptional performance and impact at Daraz (Alibaba Group)