

HEENA KHAN

Supply Chain & Vendor Management Professional | MBA (Executive) - Supply Chain, KUBS

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Vendor Sourcing & Onboarding • Supplier Negotiation & Margin Management • Multi-Brand Portfolio Management • E-Commerce Ops (Shopify)
• KPI & Revenue Reporting • Key Account Management • CRM & Retention

PROFESSIONAL SUMMARY

Retail & E-Commerce professional pursuing an Executive MBA in Supply Chain Management, with hands-on experience managing a 57-brand vendor portfolio that generated over PKR 5.6 million in revenue across a single quarter. Onboarded 43 vendor brands and drove 33.5% cumulative revenue growth over three months through margin negotiation (25%-33%), performance tracking, and digital merchandising. Brings a data-driven, growth-oriented approach to vendor management, procurement, and retail operations.

PROFESSIONAL EXPERIENCE

Key Account Manager | Sanaulla Store (Retail & E-Commerce), Karachi

Dec 2025 - Jul 2026

- Onboarded 43 vendor brands onto Sanaulla's retail and e-commerce platforms within an 8-month period, while managing an outreach pipeline of 35+ prospective brands.
- Negotiated vendor margins ranging from 25% to 33% (GST and non-GST structures), protecting profitability across the onboarded portfolio.
- Tracked monthly performance for a portfolio of 57 brands generating a combined PKR 5.64 million in revenue over March-May, delivering 33.5% cumulative revenue growth over the quarter.
- Delivered standout brand-level growth, including Abaan Zohan (+1,206% March to May, PKR 18K to PKR 237K), Waresha (+922%), and HZ Textiles (+537%), while sustaining Sahar and Edge Republic as the portfolio's top two revenue generators at over PKR 500K each.
- Analyzed brand-level sales data monthly to flag underperforming brands, informing dead stock management and re-negotiation decisions.
- Managed end-to-end e-commerce operations - product listings, manual uploads, and Excel-based inventory tracking - ensuring synchronization between vendor systems and Sanaulla/Shopify.
- Collaborated cross-functionally with Supply Chain, Customer Support, and Marketing teams to ensure smooth order fulfillment and a seamless customer experience.

Retention Specialist | Ability (NASTP) - Affiliated with Deem Credit Cards

2024

- Managed customer service operations for Deem credit card clients across the UAE, handling a high-volume, diverse customer base.
- Logged and tracked complaints via the bank's SRM portal, ensuring timely resolution and accurate reporting.
- Processed card renewals, new issuances, and installment plan updates while maintaining a 98% accuracy rate across all transactions.
- Reviewed transactional data to identify discrepancies and coordinated with internal teams to expedite urgent cases.

Software Engineering Intern | Aga Khan University Hospital (AKUH)

2019

- Designed the UI, logo, and visual identity for "My Patient," an in-house Android application for AKUH doctors.
- Built the frontend interface using Android Studio (Java, C) and acted as liaison between clients and software engineers.

VENDOR PORTFOLIO — 43 BRANDS ONBOARDED

Karashe, Nizkabynidarehan, Zarizaa, Gulposh by Misbah, Huma Gul, Mashra, Unssappareal, Zeenat Pret, Ruby Suileman Retail, Nomi Nisar, Menaal, Raumbysarb, Damaak, Naaz Couture, Yards, Shawls by Shameem, Zariya, Maherposh, Jahaan Official, HM by Hadia Mustafa, Aanchal, Green, Svelte, Banobyhya, Style Up, Piazza East, Syra's Atelier, Haniumaimaz, Imran Aftab, Uniluxe, La Elise, Zyra, Safiya Khanum, Zubaaish, Yashfa, Mataish, Alee Malic, Zalpha, Alyra, Daak & Co, Saba Sumaiya, Zohan Ateeq, Zivah.

EDUCATION

Master of Business Administration (Executive) — Supply Chain | Karachi University Business School (KUBS)

2024 - Present

CGPA: 3.6

Bachelor of Science, Computer Science — Graphics & Android Development | Institute of Business Management (IOBM) 2017 - 2020

CGPA: 3.2 | Merit Scholarship Achiever (Twice)

Intermediate in Pre-Engineering | Govt. College for Women Shahr-e-Liaquat, Karachi

2015 - 2017

KEY ACADEMIC PROJECTS

- Final Year Project - Augmented Gym Mobile Application (Java, MySQL, Android Studio); graded A for design, execution, and presentation.
- Website Development - Designed and deployed a web-based application on Microsoft Azure, demonstrating cloud deployment and scalability.

HONOURS & LEADERSHIP

- Merit Scholarship Achiever (Twice) — BSCS, IOBM, for consistent academic excellence.
- Assistant Committee Director, Bahria Model United Nations (BMUN), 2018.
- Under Secretary General, College of Business Management MUN (CBMUN), 2018.
- Under Secretary General (Convening Body), Army Public College MUN, 2017.