

HITESH DHAM

Operations and Process Optimization Individual

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PROFESSIONAL SUMMARY

Operations and Support Specialist with 7+ years of experience in e-commerce, logistics, and customer support operations. Proven expertise in process optimization, SLA management, and data-driven reporting. Experienced in managing teams, implementing CRM tools, and designing dashboards to drive efficiency and actionable insights. Currently contributing as an individual contributor with a strong focus on analytics and process improvement.

WORK HISTORY

ONDC CLIENT PROJECT (VIA JINDAL X, AWIGN)

New Delhi, India

Subject Matter Expert | Aug 2024 - Present

LOB: Social Government Impact (Ministry of Commerce Initiative)

- Verified product catalogues for accuracy and compliance, ensuring correct and reliable listings on the platform.
- Coordinated with SGI sellers to gather, review, and update product data, images, and listing details as required.
- Cleaned and standardized product details to maintain integrity, improve discoverability, and enhance visibility.
- Conducted price benchmarking via market research to ensure competitive pricing and consistency across listings.
- Verified logistics serviceability and executed test orders to validate buyer experience and fulfillment feasibility.
- Conducted quality checks and audits to ensure listing accuracy, completeness, and platform compliance.
- Collaborated with internal teams to resolve discrepancies and ensure smooth onboarding and product visibility.

LOB: Nirmat Bharat (ONDC Subsidiary)

- Automated dashboards, improving KPI tracking & reporting efficiency by 30% for data-driven insights.
- Analyzed order cancellations to identify trends, driving fulfillment improvements and reducing disruptions.
- Designed and implemented SOPs, boosting ticket resolution efficiency by 20%.
- Led Kapture CRM rollout, training teams on Kapture, Trudesk, Looker Studio, and Metabase.
- Reviewed 4,000+ support records daily to track TAT breaches, root causes, and process gaps.
- Optimized resource allocation using performance data, ensuring SLA adherence and balanced workloads.
- Preserved 4.0+ app ratings by resolving grievances proactively and removing 50%+ negative reviews.
- Managed a 15-member support team under Nirmat Bharat (ONDC Subsidiary), aligning KPIs and ensuring excellence.
- Created a comprehensive training manual, standardizing workflows and reducing onboarding time.

LOB: ONDC Logistics

- Managed ONDC logistics dashboard to ensure smooth operations, accurate reporting, and timely issue resolution.
- Maintained the LSP database, ensuring accurate, consistent, and reliable data across all logistics records.
- Acted as liaison between Seller Apps & LSPs, resolving disputes, escalations & analyzing cancellation causes.

Tenure & Project Breakdown

- ONDC (Jindal X): Sep 2024 - Oct 2024
- ONDC (Awign): Oct 2024 - Nov 2024
- Nirmat Bharat (Awign): Nov 2024 - Aug 2025
- Amazing India (Awign): Aug 2025 - Present

EASTERN PRINTERS

New Delhi, India

Manager, Warehouse Operations | Dec 2023 - Jul 2024

- Managed warehouse handling 10K+ units/month with 99% on-time dispatch and 100% inventory record accuracy.
- Reduced retrieval time by 20% through optimized storage and efficient inventory management practices.
- Led a 15-staff team, increasing overall productivity by 25% via better task delegation and workflow design.
- Implemented MIS for real-time tracking, improving data accuracy and reporting efficiency by 30%.

TIDYUP

New Delhi, India

Manager, E-commerce Operations | May 2022 - Nov 2023

- Led a 4-member team for sales data analysis, refining planning and enabling informed stakeholder decisions.
- Drove inventory optimization initiatives, improving efficiency and generating significant cost savings.
- Handled payment ops, resolving 95% of customer grievances within 24 hours for smooth transaction experiences.

SRI SRI TATTVA

Bengaluru, India

Operations Executive | Jun 2019 - Apr 2022

- Directed e-commerce operations, streamlining fulfillment, CRM use, and distributor backend support across teams.
- Improved CRM workflows, boosting customer engagement by 30% and operational efficiency by 20%.
- Increased distributor sales by 25% through data-driven marketing support and accurate backend processes.
- Audited and reported sales for 50+ distributors across 12 states, ensuring compliance and data integrity, with reports consistently delivered within the first 3 working days each month.
- Built audit and payout reporting processes, ensuring timely remuneration and operational transparency.
- Designed and executed marketing campaigns, using analytics and collaboration to expand consultation sales.
- Supported 20+ consultants and organizers with backend ops, audits, and analytics to boost consultation reach.

LOB/Verticals Managed:

- E-commerce Operations (Mar 2020 - Apr 2022)
- YLTP Business Operations (Oct 2019 - Mar 2020)
- Consultation Sales (Jun 2019 - Oct 2019)

Marketing Associate | Sep 2018 - Jun 2019

- Formulated marketing strategies and implemented creative design initiatives to enhance engagement.
- Established and managed reporting, auditing, and compensation processes to improve efficiency and financial accuracy.

COHO, Marketing Intern

Gurugram, India | Jul 2018 - Jul 2018

- Utilized data analysis to inform cold calling and marketing strategies, resulting in a 15% increase in conversion rates
- Built strong relationships with 20+ clients and streamlined the Lead Management System for improved lead tracking.

STORY EXPERIENCES, Digital Marketing Intern

New Delhi, India | May 2017 - Jul 2017

- Boosted online engagement by 20% in 3 months through crafted weekly event ads and daily social media posts, enhancing brand visibility.
- Delivered key competitor insights and market research, leading to 3 strategic marketing shifts that improved reach and engagement.

ELEGANCE EVENTS, Customer Service Executive

Pune, India | Jun 2015 - Aug 2015

- Executed data-driven assessments using over 200 entries to evaluate customer satisfaction and formulated recommendations for enhancement

SKILLS

Leadership & Team Management

- Team coordination
- SOP design and implementation
- Cross-functional collaboration
- Stakeholder management
- Training and development
- Manpower planning
- Performance monitoring
- Workflow optimization

Operations & Process Excellence

- Process optimization
- SLA management
- Inventory & logistics oversight
- Back-end operations
- Escalation handling
- Customer support
- Issue resolution
- Knowledge base management

Analytical & Strategic Thinking

- Data analysis
- Sales planning
- Ticket bucket & trend analysis
- Competitor research
- Operational forecasting
- Business process improvement
- Root cause analysis
- Workflow strategy design

Business Intelligence & Reporting

- Advanced MS Excel
- Looker Studio
- Tableau
- SQL basics
- Productivity and KPI reporting
- Data mapping
- Dashboard creation
- Agent performance monitoring

CRM, E-commerce & Payment Tools

- Kapture CRM (implementation and training)
- Trudesk
- Jira
- Freshdesk
- Exotel
- 11za Chatbot
- LMS
- Shopify (back-end)
- CCAvenue
- Razorpay
- Cashfree
- PayU
- Tool onboarding and user support

App & Reputation Management

- Play Store and App Store review management
- Negative review handling
- Social media query resolution
- User sentiment analysis
- Brand reputation safeguarding

PROJECTS

Agent Productivity & KPI Dashboard Automation

Nov 2024 - Aug 2025

- Automated Sheets and Excel dashboards with pivots and formulas to track ops, logistics, and agent KPI metrics.
- Performed bucket analysis on TAT breaches, resolution times, response delays, and ticket pendency across channels.
- Built an app review tracker for DigiHaat on Android & iOS to log updates, removals, and 21-day sentiment trends.
- Delivered periodic performance reports, enabling data-driven decisions and proactive stakeholder management.
- Achieved a 30% improvement in reporting efficiency and enhanced visibility of operational performance for leadership teams.

Workflow Standardization & Training Manual Development

Nov 2024 - Aug 2025

- Created workflow and training manuals to streamline daily support operations across tools and customer touchpoints.
- Developed standardized query scripts and escalation flowcharts for consistent communication and faster issue resolution.
- Improved knowledge transfer for new members, reducing ramp-up time and boosting productivity.
- Enhanced task allocation and team coordination, leading to better team morale and more efficient workflows.

Top Accounts Order Tracking & Commission Dashboard

Mar 2020 - Apr 2022

- Designed a Google Sheets dashboard to track order status and frequency for top accounts, including RTO and pending orders.
- Maintained an order log to calculate line-item commissions based on agreed margins with precision and accuracy.
- Automated monthly commission reports, enhancing accuracy and reducing manual effort in payment processing.

An Empirical Study of Impact of Artificial Intelligence in Marketing

Jan 2018 - Apr 2018

- Researched the impact of AI in marketing across industries.
- Analyzed AI tools like predictive analytics, chatbots, and personalization for customer engagement and ROI.
- Benchmarked AI adoption strategies of global leaders like Google and Microsoft.
- Identified benefits, challenges, and recommendations for AI-driven marketing.
- Delivered a data-backed report with key trends and actionable insights.

Experiential Marketing and Various Event Technologies Used at Story

May 2017 - Jul 2017

- Carried out a customer satisfaction study for STORY, analyzing event planning, execution, and client engagement.
- Analyzed customer feedback to identify key satisfaction drivers and areas needing improvement in event services.
- Benchmarked competitor offerings to highlight STORY's operational strengths and opportunities for enhancement.
- Suggested strategies to boost engagement, enhance service delivery, and use data-driven insights effectively.
- Gained hands-on experience in event planning, coordination, and client interaction processes.

KEY ACHIEVEMENTS

- Led and mentored a 15-member support team, boosting SLA adherence and ensuring consistent KPI performance across workflows.
- Optimized support workflows across business lines, improving efficiency and driving measurable cost savings in operations.
- Analyzed 4,000+ daily records to fix SLA breaches and cut cancellations, driving a consistent 5-7% boost in fulfillment rates.
- Maintained 4 app ratings by resolving 90%+ user grievances and removing 50%+ negative reviews, protecting brand reputation.
- Led tool training and onboarding for teams, driving CRM adoption (Kapture, Trudesk, Freshdesk) and improving resolution accuracy.
- Resolved high-priority escalations (IGM/NCH/payouts) within SLA, coordinating seamlessly between seller apps and LSPs in ONDC.
- Boosted distributor sales by 25% through targeted data analysis, campaign support, and accurate reporting during expansion.

CERTIFICATIONS

Become a Data Analyst | [LinkedIn](#) | Feb 2024 - Mar 2024

Google Data Analytics | [Coursera](#) | Jul 2023 - Jan 2024

EDUCATION

07/2018

[Sri Sri University](#), Cuttack, Odisha
MBA: Marketing and HR

05/2016

[Guru Gobind Singh Indraprastha University](#), New Delhi, India
BBA: Banking and Insurance