

# HITESH DHAM

## Operations and Process Excellence

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## PROFESSIONAL SUMMARY

Operations professional with 7+ years of experience across ONDC, e-commerce, and logistics. Skilled in SLA improvement, dashboard automation, SOP design, CRM implementation, and team coordination. Known for driving efficiency, data accuracy, and better customer experience through data-driven processes.

## SKILLS AND EXPERTISE

- Process & Support Ops:** Inventory & logistics, escalations, customer support, knowledge base
- Operations & Strategy:** Data analysis, forecasting, RCA, Sales analysis, process improvement
- Analytics & Reporting:** Excel, Looker Studio, Tableau (basic), SQL (basic), KPI dashboards
- CX Experience:** Review handling, sentiment analysis, complaint resolution
- Team & Enablement:** Team management, SOPs, stakeholder coordination, SLA optimization

## WORK HISTORY

### SME | ONDC - JINDAL X & AWIGN | NEW DELHI, INDIA | AUG 2024 - PRESENT

- Served as SME across ONDC LOBs, driving end-to-end platform operations and process excellence.
- Partnered with state governments to onboard MSEs under Amazing India digital commerce initiatives.
- Designed FBA-like warehousing and fulfillment models to improve SLA and operational efficiency.
- Led QC, support, and ops teams (15 members), improving accuracy, resolution rates, and KPIs.
- Built dashboards, SOPs, and audits to strengthen compliance, reporting, and decisions.
- Liaised with seller apps and LSPs to resolve escalations and improve buyer experience.

### WAREHOUSE MANAGER | EASTERN PRINTERS | NEW DELHI, INDIA | DEC 2023 - JUL 2024

- Managed 10K+ units/month with 99% on-time dispatch and 100% inventory accuracy.
- Reduced retrieval time by 20% through optimized storage systems.
- Led a 15-member team, increasing productivity by 25%.
- Implemented MIS for real-time tracking, improving reporting efficiency by 30%.

### E-COMMERCE MANAGER | TIDYUP | NEW DELHI, INDIA | MAY 2022 - NOV 2023

- Led a 4-member team on sales data analysis, improving planning and stakeholder decisions.
- Drove inventory optimization, boosting efficiency and delivering cost savings.
- Managed payment operations, resolving 95% of issues within 24 hours.

### SRI SRI TATTVA | BENGALURU, INDIA | MAY 2022 - NOV 2023

#### Operations Executive | Jun 2019 - Apr 2022

- Managed e-commerce operations, optimizing fulfillment, CRM, and distributor support.
- Boosted engagement (30%), efficiency (20%), and distributor sales (25%).
- Audited sales for 50+ distributors in 12 states and built scalable payout and audit processes.

#### Marketing Associate | Sep 2018 - Jun 2019

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

# **EDUCATION & CERTIFICATIONS**

## **Education -**

**MBA: Marketing and HR | Sri Sri University**, Cuttack, Odisha | 07/2018

**BBA: Banking and Insurance | Guru Gobind Singh Indraprastha University**, New Delhi, India | 05/2016

## **Certifications -**

**AI For Beginners: Master LLMs, Image & Video Generators | Udemy** | Jan 2026 - Jan 2026

**Figma Design for beginners | Figma** | Jan 2026 - Jan 2026

**Become a Data Analyst | LinkedIn** | Feb 2024 - Mar 2024

**Google Data Analytics | Coursera** | Jul 2023 - Jan 2024

## **KEY ACHIEVEMENTS**

- Built and owned a real-time DigiHaaat Operations Control Tower, enabling faster issue resolution, escalations, and SLA visibility
- Led catalog quality and compliance by managing QC teams, standardizing data, and improving listing accuracy.
- Managed high-volume warehouse and fulfillment ops (10K+ units/month) with 99% on-time dispatch and 100% inventory accuracy.
- Served as SME across ONDC logistics and platform ops, resolving escalations and improving buyer experience.

## **PROJECTS**

### **ONDC - MSE Digital Enablement & Centralized Fulfillment | Aug 2025 - Present**

- Enabled MSE onboarding with State Govts; managed ops data, inventory flow, and readiness tracking
- Supported FBA-like centralized warehousing model to improve fulfillment efficiency and SLA adherence

### **Agent Productivity & KPI Dashboard Automation | Nov 2024 - Aug 2025**

- Automated Excel dashboards for ops, logistics, and agent KPIs, improving reporting efficiency by 30%
- Analyzed TAT breaches, delays, and ticket trends to drive data-backed process improvements

### **DigiHaaat Operations Control Tower | Nov 2024 - Aug 2025**

- Built real-time Control Tower to monitor order issues, SLA breaches, and resolution status
- Automated POC assignment, tagging, and click-to-call to reduce response time and escalations

### **Workflow Standardization & Training Manual | Nov 2024 - Aug 2025**

- Created SOPs, escalation matrices, and training guides to standardize support operations
- Reduced ramp-up time and improved productivity through structured knowledge transfer

### **Top Accounts Order & Commission Dashboard | Mar 2020 - Apr 2022**

- Built Google Sheets dashboards to track orders, RTOs, and pending status for key accounts
- Automated commission calculations and monthly payout reports, reducing manual effort

### **An Empirical Study of Impact of Artificial Intelligence in Marketing**

**Jan 2018 - Apr 2018**

- Studied AI impact on marketing across industries and use cases
- Analyzed AI tools for engagement, ROI, and predictive insights
- Delivered data-backed report with trends, risks, and opportunities

### **AI in Marketing - Research Project | May 2017 - Jul 2017**

- Analyzed AI tools for marketing analytics, ROI measurement, and predictive insights
- Delivered a data-driven report on trends, use cases, and adoption challenges