



# Athar Mirza

## Senior Growth Executive

Growth-driven professional with 7+ years in e-commerce and B2B, skilled in revenue generation, customer acquisition, and retention. Currently driving success at Trademor (Alibaba.com Partner) with expertise in account management, CRM, and digital marketing, Sales.

## Contact

### Phone

+973 3305 8466

### Email

atharbaig2245@gmail.com

### Address

Al Hidd / Bahrain

### LinkedIn

www.linkedin.com/in/atharmirza/

## Education

2025

### BS (Computer Science)

Virtual University

2020

### Intermediate

City Muslim higher Secondary School

ICS (Statistics)

BISE Faisalabad

2016

### Matriculation

Jinnah Ideal High School

Computer science

BISE Faisalabad

## Expertise

- Client Management
- Customer queries
- Data Analysis
- Customer Services
- Customer Relationship Management
- Executive Support

## Language

- English
- Urdu

## Experience

### 2024 - 2025

Trademor | Faisalabad, Pakistan

#### Senior Growth Executive (Alibaba.com)

- Using data analytics to identify opportunities for growth and optimization.
- Developing and executing strategies to improve customer acquisition, retention, and satisfaction.
- Collaborating with cross-functional teams to implement initiatives that drive growth.
- Monitoring key performance indicators to track the effectiveness of growth efforts.
- Conducting market research to identify trends and opportunities for expansion

### 2021 - 2024

Trademor | Faisalabad, Pakistan

#### Customer Support Specialist (Alibaba.com)

- Global Gold Supplier Expert Certificate (GSEC)
- Alibaba Trainer
- Account Manager
- Customer Relationship Management (CRM)
- Customer Service Representatives
- Business-to-Business (B2B)
- Successfully assisted customers with resolving issues
- Provided support to customers with questions or concerns
- Effectively communicated with customers to ensure satisfaction
- Resolved customer complaints in a timely and professional manner
- Maintained up-to-date knowledge of company products and services

### 2019 - 2021

Inspire Uplift | Faisalabad, Pakistan

#### Order Entry Specialist (AliExpress)

- Dropshipping
- Order Fulfillment
- Link Searching
- Tracking

## Skills

- Client Management
- Account Management
- Account Optimization
- Data Analysis
- Customer Satisfaction
- Interpersonal communication
- Client Relations
- Client Services

## Diplomas

- **(1-Year ) 2017**  
**Computer Hardware and Networking Professional**  
Vocational Training Institute Faisalabad
- **2018**  
**Chinese Language Course**  
Govt. Staff Training College, Faisalabad | Short course

## Certificates

- **2023**  
**Foundations of Digital Marketing and E-commerce**  
Coursera
- **2022**  
**(GSEC) 1- STAR SALES EXPERT**  
Alibaba.com  
ID: 02207146376
- **2022**  
**(GSEC) ORION CRM TRAINING**  
Alibaba.com  
ID: 02207146242
- **2021**  
**(GSEC) 1-STAR SERVICE EXPERT**  
Alibaba.com  
ID: 02111191870