



Batrina, Jeressie Mar-Carlvin

Industrial Engineer with an MBA and 10 years of extensive experience in process improvement, warehousing, logistics management, and 3PL contract oversight. Demonstrated expertise in lean manufacturing, supply chain management, and e-commerce. Certified Lean Six Sigma Yellow Belt and Trained Green Belt, specializing in optimizing operational efficiency and driving process enhancements. Successfully manage a small online retail business, including basic accounting tasks such as financial record-keeping, expense tracking, tax computation, and invoice preparation. Leverage industry expertise to enhance performance and boost customer satisfaction.

Experience

● June 2023 - Present

CloutChasers PH Online Shop **Business Manager**

- Manage e-commerce operations, ensuring daily efficiency and strategic growth.
- Conduct product research and competitor analysis to identify market opportunities.
- Negotiate with suppliers on MOQ, pricing, packaging, and lead times for cost optimization.
- Coordinate 3PL logistics, overseeing the supply chain from warehousing to delivery.
- Administer e-commerce platforms (Lazada, Shopify, Tiktok Shop, Shopee), handling store setup, product uploads, and customer service and maintaining 100% fulfillment rate and 100% chat response.
- Execute accounting tasks, including financial record-keeping, expense tracking, tax computation, tax filing, and invoice preparation.
- Enhance customer satisfaction and operational efficiency through effective order management and compliance.
- Extract reports and use PostgreSQL and Tableau for data analysis

● November 2022 - May 2023

Tygerbrands (DR.SHIBA)

E-commerce and Warehouse Operation Consultant

- Establish and streamline warehouse and e-commerce operations, covering order processing to item pick-up.
- Standardize warehouse processes for improved efficiency in order fulfillment and pick-up.
- Implement WMS and ERP systems, including SKU mapping and integration with platforms like Lazada, Shopee, and Shopify.
- Oversee order management to ensure accurate and timely fulfillment and maintain at average of 95% despite of stock shortage by managing returns and identifying priority orders.
- Align 3PL and KAM to meet marketplace compliance and performance metrics.
- Document end-to-end processes for better transparency and process improvement.
- Source and recommend packaging materials, setting guidelines to manage material costs.
- Manage staffing and training, optimizing team performance.
- Handle returns management to ensure smooth processing and customer satisfaction

● November 2020 - November 2022

Lazada E-Services Philippines Inc. , San Pedro Sortation Center

Senior Supervisor, Routes Logistics

Manages overall Lazada 2,200 Stations Operations (Drop-off point, Collection Point and Over-the-Counter) nationwide.

- Ensures that all partner stations are compliant with standards set by the management,
- Manage daily backlogs and losses, achieving an 85% average pickup rate (exceeding the 80% target) and maintaining monthly losses below PHP 100,000 (within the PHP 100,000 limit).
- Facilitate new station onboarding by creating accounts, providing training, and guiding through processes to ensure stations are operational within 1 week of training.
- Ensure availability of Customer Service Agents and manage telephony and ticket concerns, achieving a 25-minute ticket closure time, which is 17% faster than the 30-minute target.
- Maintain cost per parcel at 97% of the target compared to the 100% goal and conduct root cause analysis for instances where the target is not met.
- Initiate projects to reduce redundancy and to meet increasing organisation requirements across all Lazada Station Functions (Operation, Customer Service, and Asset Management)
- Collaborate with local and international tech teams to develop new system features and integrate existing procedures, reducing dashboard navigation turnaround time by 1 minute.
- Creates and administers internal dashboards for live viewing of performance across all clusters.
- Coordinate with Business Units (Customer Care, Seller Engagement, Middle Mile, and Last Mile) to adjust processes for both regular and campaign days, achieving an average pickup rate of 81%, surpassing the 80% target.
- Conduct weekly reviews for 120 personnel managing over-the-counter stations and perform quarterly evaluations for 300 business partners at collection and drop-off points (non-corporate accounts). Facilitate one-on-one meetings to address urgent concerns for direct, corporate, and non-corporate accounts.

Contact

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Laguna

Education

2024

Master of Business Administration

Philippine Christian University
(Manila Campus)

2013

Bachelor of Science in Industrial Engineering

Quezon City University
(San Bartolome Campus)

Skills

- Kaizen, Lean approach, 7S,DMAIC
- Statistical Analysis Minitab
- Demand and Capacity Planning
- Basic knowledge in SAP transaction
- Basic knowledge in Microsoft Office (Powerpoint,Word andExcel)
- ISO 9001-2015 Auditing
- Project Management
- Basic SQL
- Tableau
- Basic Accounting Transactions

Affiliations

The Complete SQL Bootcamp: Go from Zero to Hero
Udemy
December 2022

Australian Taxation, Bookkeeping and Payroll with XERO
EZACC Training Center
August 2024

XERO Certified Advisor
XERO
August 2024

Green Belt Six Sigma Certification
6Sigma Belt Guru
March 18 - April 29 2022

Basic Occupational Safety and Health
Trainovate Philippines
February 10 - 11 2022

Yellow Belt Six Sigma Certification
Elevate Training and Consultancy
The A.Venue Hotel Makati City January 25,2020

Internal Quality Audit Seminar ISO 9001:2008
Uratex Philippines
February 17-20, 2015

Personal Info

Age: 32
Birth Date: March 12, 1992
Status: Single
Nationality: Filipino

● June 2019 - December 2019 Fine Mattress, Doha Qatar **Warehouse and Logistics Manager**

Managed warehousing, overall logistics, and production planning

- Ensure accuracy in receiving and issuing raw materials and finished goods, achieving a 100% accuracy rate, a significant improvement over previous administration levels.
- Systematically plan production and delivery schedules to meet customer demand, achieving a 100% on-time delivery rate.
- Review the stock level of raw materials and finished goods and attaining 99% and 100% accuracy respectively vs 56% and 77% based from previous data.
- Created templates for monitoring purchased orders and calculating the required quantity aligned to the Minimum Order Quantity (MOQ) of the suppliers.
- Increasing efficiency of truckload by 20% by computing cbm per item and including it in the system.
- Increase warehouse efficiency by 10% by proposing and acquiring alternative raw materials. Aside from that converting a sheet per size to rolls to increase warehouse space.

● November 2018 - May 2019 JS Unitrade Merchandise Inc., Ortigas Center Pasig City **Warehouse and Facilities Manager**

- Strategically manage warehouse in compliance with company's policies and vision and suggest improvements for the sustenance.
- Oversee receiving, warehousing, distribution, and maintenance operations in the central warehouse as well on the satellite warehouse in Visayas and Mindanao.
- Maintains an economical number of pallets and suggests de-hire based on the estimated container van arrival coming from suppliers.
- Check and verify 3PL reports and align whether there are discrepancies.
- Checks and approves monthly billing of 3PL such as man-hours, bundling, packaging consumption, and other charges with the operation.
- Ensures all equipment such as forklifts and reach trucks are in good condition and contact service providers in case of breakdown.
- Streamlined and documented all the processes as preparation for ISO certification.
- Creates and implement memo and SOP to ensure security and orderliness inside the facility.

● June 2016 - May 2018 Uratex Philippines **Production Supervisor**

- Overall responsible for the demand and supply planning of raw materials as well as finished goods, manufacturing, warehousing of both raw materials and finished goods as well as delivery schedule.
- Established One-piece flow thru re-layout of the production line and line balancing of each process.
- Increased the capacity of the production line by 20% thru the removal of unnecessary work and downtime.
- Improvement of working shifts from 2 shifts to 1.
- Manpower reduction from 42 operators down to 20 operators.(Assigned to other departments who are in need)
- Estimated 7 million php savings upon implementation of the project.

September 2013 - May 2016

Uratex Philippines

Process Improvement Engineer

- Increased the productivity of a mattress production line by 20%.
- Increased the turn-around time of trucks by 33% by studying and implementing a centralized delivery staging area.
- Increased warehouse utilization by 25% through project management and by using alternative plastic to maximize the warehouse space.
- Review and set minimum and maximum stocks of mattress raw materials and finished goods and quarterly reviewing it to ensure accuracy.
- Reduced downtime by 1hr per shift by removing unnecessary work.
- Standardized and documented processes in the supply chain in compliance with ISO standards.