

Abhishek Rupapara

Ecommerce Operations Manager | Sydney, Australia

Trading, three channel order operations, and the internal systems layer

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PROFESSIONAL SUMMARY

I started as an architect. Now I run ecommerce for an Australian disability and mobility footwear retailer and build the systems that run its daily operations. The same shoe sells three ways under three sets of billing rules: direct to the public, to National Disability Insurance Scheme (NDIS) participants through plan managers who pay the invoice, and to hospitals and state health services on purchase orders. Rather than hire around that, I built the tooling that handles it. Thirteen systems are in production, roughly 17,000 lines of Python, all written since January 2026 alongside the trading role and used every day by the customer care team. I started here on the warehouse floor, so the orders those systems handle are orders I have packed myself.

SKILLS

Shopify Plus | Shopify GraphQL Admin API | Python | REST API integration | Gorgias | Starshipit | Formstack | Dialpad | Google Sheets and Drive APIs | Microsoft Excel and Google Sheets | Inventory planning, allocation and forecasting | Pricing, promotions and order value | Conversion rate optimisation | Google Analytics 4 | Klaviyo | Email marketing and lifecycle flows | Purchase order processing | Accounts receivable followup | Returns and exchanges | Warehouse operations and dispatch | Carrier and shipping integration | NDIS plan managed billing | B2B and government purchasing | Process automation | Reporting and analytics | Stakeholder communication

WORK EXPERIENCE

Ecommerce Operations Manager, EveryHuman

Sydney | Feb 2024 - Present

- Own trading, inventory and order operations across three channels with three different billing models: direct, NDIS plan managed, and B2B hospital and government.
- Improved store performance through ongoing Shopify Plus work across navigation, product experience and conversion.
- Planned and ran promotional campaigns balanced for profitability rather than volume alone, and built the order value strategy across bundles, upsells and discounting logic.
- Set up and grew the B2B and wholesale channel alongside direct, including price lists prepared for government health tenders.
- Freed working capital by separating stock that is genuinely dead from widths that are only slower moving, which changed both what went into clearance and what stayed in range.
- Protected the delivery promise by detecting oversold variants before picking, on a catalogue where continue selling is normal and one style can reach sixty sellable combinations across widths and size ladders.
- Automated purchase order intake for hospital and government customers with a reader per customer format, which removed retyping and moved size and gender mismatch detection from picking to intake.
- Built the NDIS order flow end to end, from intake form through to plan manager invoice, across 88 plan managers each with their own billing rules.
- Since January 2026, designed and built the internal systems layer alongside the trading role: 13 production systems, roughly 17,000 lines of Python, integrating Shopify, Gorgias, Starshipit, Dialpad and Formstack. Everything is draft first, so a person releases anything that reaches a customer.

Operations Associate, EveryHuman

Sydney | Aug 2023 - Feb 2024

- Ran day to day operations across fulfilment and supply chain, owning order accuracy and dispatch.
- Improved warehouse layout and workflow, and cut stock discrepancies through tighter inventory accuracy.
- Worked with customer support to resolve order and delivery issues at the source rather than at the reply.

Warehouse Associate, EveryHuman

Sydney | Feb 2023 - Aug 2023

- Picked, packed and dispatched orders, and supported inventory counts and stock accuracy.

- This is where I learned the operation from the floor up, which is why the systems I built later matched how the work actually happens.

Architecture Intern, ABM Mumbai

Mumbai, India | Jun 2018 - Nov 2018

- Worked on design concepts, layouts and presentations across architectural and interior projects, using Rhino and Revit.

KEY PROJECTS

Thirteen systems in production, grouped by what they handle. All written in Python since January 2026, all draft first so a person releases anything that reaches a customer.

Order operations

Purchase order intake with a reader per customer, preorder allocation, oldest order first, exchange orders with free shipping and tax handled, oversold stock detection across continue selling variants.

Customer care systems

Out of stock handler that finds in stock alternatives, faults workflow that detects the fault type and branches, showroom booking with a form, a calendar invite and a sheet, automated PDF invoicing onto the original ticket, support triage filter, calibrated against real tickets and awaiting release.

NDIS and B2B billing

Seven step NDIS order flow from intake form to invoice, plan manager billing with a maintained plan manager database, payment followup, one ticket per company with invoices attached, payment reconciliation from proof of payment to marked paid, store credit issued against line value.

Merchandising and inventory

Stockout lost sales engine, clearance analysis separating dead stock from slow stock, publishing audit finding active products missing from the store, sizing and fitment data across five brands, price lists for government tenders.

Reporting

Reporting engine with one canonical metric definition file, channel mix, cohort and returns reporting, cost audit that pushed corrections back into the store.

Shared engineering

Idempotency layer reused across seven systems so nothing sends twice, credential handling in one place, never in a script, draft first, send second, as a rule enforced in code.

EDUCATION

Master of Architecture, University of Sydney, 2021 - 2023

Bachelor of Architecture, SAL School of Architecture, India, 2015 - 2020

CERTIFICATIONS

Google Analytics Certification, Google Skillshop. In progress.

Klaviyo Product Certification. In progress.

Autodesk Revit Certified Professional.

Registered practicing architect, India.

Gold Medalist, Bachelor of Architecture.

ADDITIONAL INFORMATION

Australian Permanent Resident with full and unrestricted work rights.

Languages: English, Hindi, Gujarati.

NSW driver licence.