


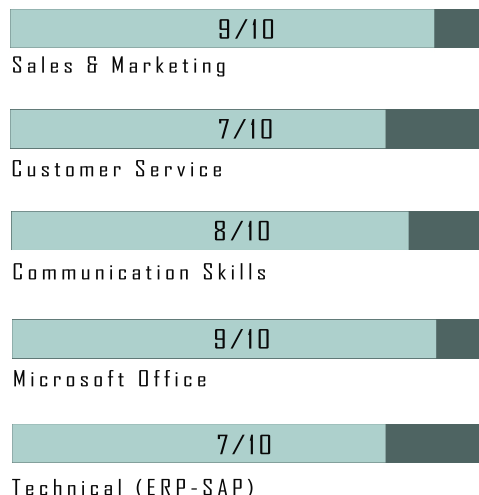


Muhammad Arif

International & Domestic Sales Executive

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SKILLS



HOBBIES

-  Learning Languages
-  Photography
-  Community Building

ABOUT ME

Results-oriented Sales Specialist with 10 years of experience in international and local sales. Passionate about expanding my career in Sales & Marketing, with a particular focus on leveraging ERP systems, such as SAP, for optimal outcomes. Proven track record of exceeding sales targets, building client relationships, and developing strategic sales plans. Strong interpersonal skills and ability to thrive in dynamic environments. Ready to contribute to the success of sales and marketing teams.

EXPERIENCE

Senior Executive (Sales & Marketing)

Aisha Steel Mills- Arif Habib Group / 4 Years

Currently, I am actively involved in the Sales & Marketing division of the Flat Steel Sector, where my primary role revolves around achieving sales targets and contributing to the overall objectives of the company.

- => Consistently exceeded sales targets of CRC by 15% over a period of three years (2019-2021), resulting in increased revenue and market share for the company.
- => Built and maintained strong relationships with key Dealer & End User, which led to increase in customer retention and repeat business.
- => Successfully introduced a new product line (GI), which increased market penetration and overall sales by 35%..
- => Conduct frequent market visits to monitor market trends and competitor activities for management to make wise decisions.
- => Analyzed and developed market present and future demand, which supports organization in preventing shortages and buffer inventories.
- => Successfully handled and resolved customer complaints, resulting in a 20% reduction in customer escalations and improved customer retention.
- => Regularly informed customers to lift their material on time, in order to reduce company's cost of material carrying and holding by 17%.
- => Developed historical sales data and market trends report, for director sales and marketing. Which lead to designed and implement new sales and marketing strategies decision making.

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EDUCATION

MBA - Supply Chain Management

Iqra University

2015 - 2018

B.COM - Bachelor in Commerce

University of Karachi

2009 - 2010

I.Come - Inter in Commerce

Intermediate Education Karachi

2007 - 2008

Matric - Science

Board of Sec Education Karachi

2004 - 2006

EXPERIENCE

Export Logistics & Documentation Officer

Prime Safety Limited - Midas Safety (Shahbaz Group) / 6 Years

As a Export Officer at Midas Safety's textile unit, I focused on export shipment planning, logistics, and documentation. I ensured efficient coordination and compliance with international regulations, while maintaining high standards of quality and accuracy in all documentation.

- => Efficiently prepared export pre and post shipment documents, ensuring compliance with all agreed terms and described LCs clause. Which helps minimizing delays and ensuring on-time delivery.
- => Conducted scrutiny of average 70 shipping documents per month, in order to reduce discrepancy and delayed in shipment.
- => Negotiated favorable freight rates and contracts with shipping carriers, saving the company 10% on overall logistics expenses.
- => Developed strong relationships with freight forwarders, carriers, and customs brokers, negotiating competitive rates and service agreements to optimize export shipment costs.
- => Successfully resolved customs-related issues and facilitated the smooth clearance of goods at international ports, minimizing delays and ensuring on-time delivery.
- => Effectively managed a high volume of export shipments, coordinating logistics activities and ensuring timely and accurate execution of transportation plans.
- => Collaborated with internal stakeholders, such as sales, production, and warehousing teams, to align shipment plans with production schedules and customer requirements, ensuring smooth operations and customer satisfaction.
- => Received recognition for consistently meeting or exceeding key performance indicators, such as on-time delivery rates, cost savings, and customer satisfaction scores.
- => Implemented a comprehensive tracking system for export shipment documents, enabling real-time monitoring and providing customers with accurate shipment status updates.