

Afaq Naeem



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PROFESSIONAL PROFILE

I have been immersed in the intricacies of business administration. Proficient in conducting thorough market analyses, formulating strategic business plans, and executing tactical solutions to optimize operational efficiency. Eager to contribute a blend of theoretical knowledge and hands-on experience to a forward-thinking business environment, drive profitability and foster sustainable growth.

PROFESSIONAL EXPERIENCE

Trade Expeditors

OCT 2022 - JUNE 2024

- **Freight Forwarder**

TEU is a multinational firm based in the **USA**, I managed the import operations side of the cargo, their departure from origin to the arrival at the port in the USA to their delivery to customers, and managed all the processes in between, so my daily tasks are as below:

- Coordinating international shipments.
- Tracking shipments and providing updates to clients.
- Managing LCL, FCL, Consols, and Air shipments.
- Negotiating with carriers and shipping agents.
- Managed Consol as a master Co-loader.
- Managing customs clearance processes.
- Keeping customer satisfaction on priority.
- Handling diverse numbers of shipments.
- A proactive approach to identifying and resolving issues in real-time to minimize disruptions.

OCT 2021 - AUG 2023

Rhino MBA

- **Content Creator and Moderator**

Rhino MBA is a multinational firm based in **Canada**, I freelance and manage to design and execute social media campaigns which requires the highest degree of attention to detail. Also have experience in driving online traffic engagement through platforms like Facebook, Instagram.

- Use original concepts and integrate them with designs, visuals, and storytelling to effectively communicate a message or promote a service or product.
- To create an advertising campaign, see if it's according to platform policies, and launch.
- Study and understand how it communicates and who its target audience is to get better performance.

EDUCATIONAL BACKGROUND

MS Supply Chain Management

- Bahria University (2024) - Completed

Bachelor's in Business Administration

- NUML (2022) - Completed

KEY COMPETENCIES

- Knowledge of international shipping regulations, Last-mile delivery, customs documentation, and logistics software(Descartes).
- Digital marketer with the skill to grab the audience's attention and generate leads according to the customer's demand.