

Arooj Arif

I have a 10-year of diverse professional experience at a renowned organization in operations. A highly experienced Service enabler who drives success by providing excellent quality and user experience. A quick learner and self-motivated person. I am accustomed to working on multiple projects simultaneously and can offer new ideas for business growth.

EXPERIENCE

Silkway Express UAE – Logistic Coordinator

Oct 2023 - May 2024

Core Responsibilities:

- Coordinate timely and accurate shipments.
- Ensure the accuracy of orders and shipping documents.
- Identify and fix shipping errors.
- Prepare bills and invoices.
- Oversee production timelines.
- Receive orders and add to inventory.

Trella UAE – Sales & Operation Specialist

Aug 2020 - September 2023

Core Responsibilities:

- Exceeded Sales Targets:
Consistently exceeded quarterly sales targets by an average of 20% through strategic client engagement and effective upselling techniques.
- Customer Relationship Management:
Developed and maintained strong customer relationships, resulting in a 30% increase in repeat business and long-term client retention.
- High-Value Deals:
Closed high-value deals worth over \$1 million annually, contributing significantly to the company's revenue growth.
- Market Analysis & Strategy:
Conducted in-depth market analysis to identify new opportunities, leading to a 15% expansion in the customer base within 12 months.
- Sales Team Leadership:
Led a sales team of 10, implementing training programs and sales strategies that improved overall team performance by 25%."Client Negotiations:
Expertly negotiated contracts and pricing with clients, increasing profit margins by 10% without compromising customer satisfaction.
- Sales Pipeline Management:
Managed a robust sales pipeline, ensuring consistent follow-up and conversion of leads, resulting in a 40% lead-to-sale conversion rate.
- Acquire new business and manage relationships with existing clients to ensure continuity of business.
- Present & promote company services to current and potential clients.
- Identify and resolve client concerns.
- Acquire new customers from the assigned market and retain the existing customers.
- Ensuring a high level of customer satisfaction is achieved through daily interactions.
- Monitoring shipment progress; using standard processes and internal tools to troubleshoot and problem-solve within tight deadlines.



Lahore

+971-553717825

+92-3211675142

arooj.arif001@gmail.com

[arooj-hashmi-130247193](https://www.linkedin.com/in/arooj-hashmi-130247193)

SKILLS

Logistics Operational

Management

Customer satisfaction

Problem-Solving

Teamwork

Communication

EDUCATION

Bachelor in Arts

University of Education

OCT 2010 – OCT 2013

Lahore, Pakistan

ADDITIONAL INFORMATION:

Open to relocate
Internationally

- Ensuring drivers accurately collect all the needed documentation at pick-up and drop-off locations.
- Responding on time and resolving drivers' tickets while active during shipment.
- Escalating unresolved incidents to the relevant departments under SOP.
- Providing excellent phone, SMS, and email customer support, in addition to recording all the necessary driver-side documentation on a load-per-load basis as needed.
- Ensuring that drivers are constantly aware of every shipment requirement and consistently following up to ensure high-quality service for Trella's shippers.
- Supporting the drivers with all aspects of their accounts, particularly with problems related to their payments.
- Responding to clients' queries through emails and updating them with driver details.

UBER Pakistan – Green Light Expert

Dec 2016 – Apr 2020

Core Responsibilities:

- On-boarding driver-partners onto the Uber system.
- Provide high-quality in-person support to driver partners by determining their problems and responding effectively to their queries.
- Train and hire driver partners and ensure that they are given a thorough walkthrough of the procedures and processes of working in this position.
- Assess each driver partner's personality and ensure that they are provided with information and training on conducting themselves appropriately in front of customers.
- Assist driver-partners in troubleshooting issues such as delayed payments.
- Encourage interested driver-partners to provide their services by informing them of various benefits and profits associated with working in this role.
- Work with driver operations staff members to ensure that support systems are properly managed and executed.
- Provide insight and assistance with special events, promotions, and training, both offsite and onsite.

Jang News – Customer Service Representative

Dec 2015 – Apr 2016

Core Responsibilities:

- Handled the advertisement requirements of clients.
- Organize the news to present the most interesting pieces first.
- Prepared advertisement scheduling and billing for individual Clients.
- Work with editors to create headlines and update existing news.
- Escalating queries and concerns.
- Ensure late-breaking news is added to newscasts.
- Maintain notes and audio recordings.

Askari Bank Limited – Customer Service Officer

Jun 2014 – Dec 2015

Core Responsibilities:

- Helped a large volume of customers every day with a positive attitude and focus on customer satisfaction.
- Addressed customer complaints and mitigated dissatisfaction by employing timely and on-point solutions.
- Manage large amounts of incoming Customer queries.
- Provide information to the customer about different Investment options.

- Updated account information to maintain customer records.
- Provided primary customer support to internal and external customers.
- Promoted company brand and unique offerings through personalised customer service.
 - Participated in team meetings and training sessions to stay informed about product updates and changes.

REFERENCES:

Will be provided on-demand,