



MUHAMMAD ASIF SALEEM

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A visionary leader offering **10 years of experience**; targeting to express potential in senior-level job roles in **Business Development, Sales & Marketing, Key Account Management, and Customer Service** with an esteemed organization, preferably in **UAE/ Saudi Arabia/ Oman**

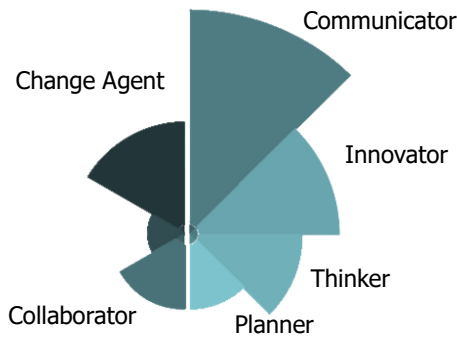
Core Competencies

- Strategic Planning
- New Business Development
- Market Research/ Market Share Analysis
- Customer Acquisition & Retention
- Business Expansion
- Productivity Enhancement
- Client Relationship Management
- Preventive & Corrective Maintenance
- Customer Satisfaction
- Promotional Event Management
- Cross-selling & Up-selling

Profile Summary

- Possess rich and extensive experience in **Sales & Marketing, Key Account Management, Client Relationship Management, and New Business Development.**
- Showcasing exceptional performance as a Customer Service Executive, **delivering prompt and top-notch customer service, and consistently meeting or exceeding assigned targets** while ensuring exceptional customer satisfaction.
- Proven track record of success in **understanding customer requirements, giving product demonstrations, and achieving business growth.**
- Recognized for achieving the **Employee of the Year Award** and receiving multiple certificates for **AML/CFT training.**
- Proficient in utilizing a wide range of software tools such as **Rosetta, T-24 Unison, Uni-Core, CBS 8.5, KM Reports, We-Tek, ERP, and CRM,** enabling efficient management of sales, marketing, and customer service operations.
- Acknowledged for **achieving an increase in customer satisfaction ratings** through the **implementation of personalized customer service strategies and effective complaint resolution techniques.**
- Highly skilled in **managing remittance transactions, performing marketing and sales executive duties during off-peak hours,** and ensuring compliance with company regulations and policies to enhance customer service and drive sales.

Soft Skills



Awards & Achievements

- Awarded **Employee of the Year by PepsiCo in 2016** for outstanding contributions to sales and business development.
- Recognized **four times as Employee of the Month from 2018 to 2021 by MCB Bank** for excellence in business development and customer experience.
- Bagged **four certificates for Anti-Money Laundering/Combating the Financing of Terrorism (AML/CFT) training** from MCB Bank, Redha Al Ansari, and GCC Exchange.
- Achieved **two promotions at PepsiCo and two promotions at MCB Bank,** showcasing consistent career advancement.
- Established and successfully **managed a poultry shed in Pakistan in 2019, with a capacity for 5,000 chicks, generating a profit of 1.2 million Rupees** within one year.

Work Experience

December 2022 – December 2023 | GCC Exchange - Dubai, UAE | Customer Service Executive

Key Result Areas:

- Exemplified the SGOT Rule to provide fast and professional customer service, ensuring high customer satisfaction and achieving assigned targets.
- Maintained a high level of customer satisfaction by delivering top-notch customer service, managing customer matters with professionalism and ensuring their needs were addressed promptly.
- Managed various remittance processes, including Trans-fast, Ria Money, Western Union, Instant Cash, WPS salary, GCC remit, Bank TT, currency exchange, and demand drafts/electronic transfers.
- Executed the role of a marketing and sales executive during off-peak business hours, contributing to increased business opportunities and overall branch success.
- Provided information on local promotions, activities, and other relevant details, offering valuable services to our customers.
- Followed company regulations, policies, and processes, ensuring compliance with organizational standards.
- Proactively answered customer queries on new products, services, and sales offers, contributing to enhanced sales opportunities.

Education

- **2011 – 2015: MBA in Marketing** from University of Education Lahore, Pakistan
- **2014: Graphic Designing** from British University
- **2012: Computer Course** from Vocational Institute, Lahore
- **2008 – 2010: FSC (Pre-Engineering)** from Punjab Group of Colleges

Technical Skills

- Rosetta, T-24 Unison, Uni-Core, CBS 8.5, KM Reports, We-Tek, ERP, CRM
- MS Excel, MS Word, PowerPoint, and Outlook

Personal Details

- **Date of Birth:** 29th December 1991
- **Languages Known:** English, Urdu, Punjabi, and Hindi
- **Address:** Dubai Union Metro Station

- Effectively addressed customer complaints, branch detail inquiries, and transaction and rate inquiries, ensuring a positive customer experience.
- Ensured that all required tools, such as flyers, posters, forms, etc., were available in the branch, promptly informing the Branch Manager or the concerned department.

Achievements:

- Implemented a customer feedback system that resulted in increase in customer satisfaction ratings, demonstrating a proactive approach to improving service quality and customer experience.
- Introduced a personalized customer service strategies and complaint resolution techniques led to increase in customer satisfaction ratings, showcasing a tangible impact on customer service excellence.
- Exceeded assigned targets within one year, demonstrating unwavering dedication and commitment to delivering exceptional customer service and driving sales excellence.

November 2021 – November 2022 | Redha Al Ansari Exchange - Dubai, UAE | Customer Service Executive

Key Result Areas:

- Played a pivotal role in the business development of 15 branches, achieving monthly cross-selling targets and executing customer transactions to drive business growth.
- Conducted a comprehensive study of competitors to analyze sales strategies, behaviors, and innovative selling tactics, contributing to the development of effective sales approaches.
- Performed marketing activities, managed customer complaints, and led promotion activities to enhance brand visibility and customer engagement.
- Actively participated in meetings to discuss sales strategies and collaborated on ways to improve services, ensuring a cohesive and informed team approach.
- Ensured the availability of all necessary tools in the branch, promptly informing the Branch Manager or relevant departments about any requirements for branch operations and business development.
- Maintained relationships with clients by providing exceptional support, information, and guidance, fostering long-term customer loyalty.
- Executed customer transactions involving cash, money orders, and money exchange, ensuring accuracy and adherence to documentation protocols.
- Informed customers of promotions and special offers, contributing to increased sales and revenue.

August 2017 – August 2021 | Multan, Pakistan | Branch Manager

Growth Path/ Deputations:

August 2017 – August 2021 as **Branch Manager**

Key Result Areas:

- Led initiatives in diverse financial services, including Account Opening, Fresh Deposit, NTB (New to Bank), Business Financing, House Financing, Auto Loans, Mutual Funds, Banca Assurance, Credit Cards, Debit Cards, and Personal Loans.
- Identified and seized market opportunities to expand new business across dedicated accounts, aligning with customers' target operating models.
- Built and maintained strong customer relationships, acting as a trusted advisor to provide innovative solutions and excellent service, ensuring customer satisfaction and loyalty.
- Conducted market research to identify opportunities for growth and sales, staying informed about market trends and customer needs.
- Managed high-profile clients and territories with exceptional planning and strategic engagement, ensuring maximum client satisfaction and business success.
- Identified areas of improvement and proposed corrective actions to meet challenges, leveraging growth opportunities and ensuring continuous enhancement of services.
- Explored new business opportunities while adhering to AML/CFT (Anti-Money Laundering/Combating the Financing of Terrorism) and KYC (Know Your Customer) regulatory requirements.

July 2014 – July 2017 as Area Sales Manager

Key Result Areas:

- Led a team of 7 Territory Sales Executives, 22 Order Bookers, and 5 Distributors, overseeing both Secondary and Primary Sales.
- Developed strategic plans to boost sales, customer loyalty, and market awareness.
- Monitored product productivity and team performance, providing training as needed. Managed client relationships, executed loyalty programs, and analyzed distribution targets.
- Successfully increased profitability through innovative sales strategies and efficient resource management.
- Conducted regular visits, offered loyalty discounts, and executed promotional events to drive client retention and business growth.