

WASEEM RAZA

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OBJECTIVE:

Results-driven Sales and Customer Services professional with over 12 years of progressive experience, including 9+ years at Samad Rubber Works (Pvt.) Ltd. Proven record of managing B2B relationships, strategic planning, customer retention, and leading cross-functional teams. Skilled in foam industry sales, SAP B1, CRM, and ISO implementation. Recognized for strong leadership, negotiation, and operational coordination to achieve performance targets and customer satisfaction.

CAREER HISTORY:

Jan 2016 - Cont...	Deputy Manager Sales & Customer Services @ Samad Rubber Works (Pvt) Ltd.	Lahore, Pak.
July2015 – Dec2015	Sales Officer @ Intime Global	Dubai, UAE
May 2012 - Jul 2013	Media Marketing Officer @ Institute of Research Promotion (Pvt.) Ltd	Lahore, Pak.

AREAS OF EXPERTISE:

- Assistance, Support, Coordination, Collaboration & Empowerment.
- Sales Management, Promotion and Advertisement strategies.
- Communication and Implementation of Organizational SOPs.
- Multi-Tasking, Pressure Handling, Team Stress Management.
- Office Administration, Good Communication & Team Coordination.

EMPLOYMENT PROFILE:

➤ SAMAD RUBBER WORKS PVT LTD.

➤ Deputy Manager Sales & Customer Services

Jan 2016 – Continue...

Responsibilities:

- Visiting customers for orders/prices/supplies and negotiate for customers' satisfaction.
- Lead sales and customer service operations for the, ensuring **95%+ on-time completion of operational tasks** and smooth coordination between sales, dispatch, and production teams.
- Supervise the **Finished Goods Dispatch Team**, monitoring daily operations, minimizing rework, and achieving **15% reduction in dispatch errors** through process improvements.
- Manage **customer escalations** with an average **resolution rate of 90% within 48 hours**, ensuring a customer satisfaction rating (CSAT) above 85%.
- Drive **monthly and quarterly sales targets**, consistently achieving **95–100% of assigned goals**, contributing significantly to overall departmental revenue objectives.
- Oversee **recovery of receivables**, ensuring **95% payment collection within credit terms** and complete follow-up of overdue accounts until closure.
- Collaborate cross-functionally with **R&D, Production, and Quality** teams to resolve interdepartmental issues within 3 working days, ensuring seamless operations and zero major non-compliances.
- Prepare and analyze reports on **sales, orders, dispatch performance, and payment recoveries**, providing actionable insights and forecasts to senior management.



- Visit **wholesale, retail markets distribution & Key Accounts**, coordinate with regional teams to evaluate market trends, competitor activity, and product performance to align strategies with customer demand.
- Represent the company at **trade fairs, exhibitions, and product demonstrations**, promoting EVA foam products and strengthening key client relationships.
- Act as a liaison between management and production teams in absence of senior leadership, ensuring production schedules are aligned with customer priorities.

➤ **Intime Global. Dubai – UAE.**

Sales Officer

July 2015 – Dec 2015

Responsibilities:

- Assisting manager of area.
- Gathering information regarding prices.
- Cold calling to people looking for sales in bulk.



➤ **INSTITUTE OF RESEARCH PROMOTION (Pvt.) Ltd. Lhr – Pakistan.**

Media Marketing Officer

May 2012 – July 2013

Responsibilities:

- Coordinate with sales team for Workshops, Trainings Seminars and Summits.
- Deal with media people to promote Events, Workshops and Summits ultimately to increase sales.
- Promote and communicating upcoming events and getting sales order on social Media--Facebook, Twitter, Linked-In.
- Inspecting Facility as a Co-Editor and Designer of Magazines published for IRP's clients.
- Communicating and Maintaining Contacts with writers & researchers who write for IRP's Magazines.
- Communication with management for strategizing the sales activities based on research.



➤ **UVAS, Lahore, Punjab – Pakistan.**

Admission Officer (Internship)

March 2012 – May 2012

Responsibilities:

- Lead and Organize admission process for **BBA, MBA, MBF, MBA (executive) 2012**.
- To maintain relationship with **students and visitors**.
- To **record** participants information.
- Entry test **Management** and Result declaration.
- Interviews conducting and Finalize enrolled students for all specified programs.



➤ **Courses/Diplomas:**

Communication and Media Skills Diploma	From GC University Lahore.
Computer Microsoft Course	From Peak Solutions College Lahore.
Computer Graphics course	From Peak Solutions College Lahore.

