

MUHAMMAD TAHIR

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| Status: Married, Driving License: UAE | Current Location: Dubai U A E | CV Updated: Oct, 2022.



OBJECTIVE To continue my career with an organization that will utilize my Management, Supervision & Administrative skills to benefit mutual growth and success.

EDUCATION

- **MBA IT** from **GOMAL University** (Pakistan) in 2005 (*Specialization in Marketing*)
 - **B.Com (Accounting)** from **Commerce College** (Pakistan) in 2002
- Major Subjects:** Marketing, Management, Accounting, Banking & Business Research

Certificates, Award & Training Achievement

- Job Enrichment Training Part 1
- Job Enrichment Training Part 2
- Certificate of appreciation from Xpress Money Explore Pakistan Initiative.
- Certificate of appreciation for X Unite.
- Certificate as Best FC Cashier and Cahier Activity.
- Certificate of Service Champion Examination by the hand of Country Head.
- Award of Best Business Development with Gold Coins.
- Award for Best CIC In charge of Pakistan Corridor for Northern Emirates and Sharjah Zone.

PROFESSIONAL SKILLS

- Microsoft Windows XP, Office XP, MS Office and Excel.
- Report making, Business analyses.
- Excellent in Market analyses and Market information.
- Customer knowledge, Customer Geography and Demography.
- Deep study on the entire Markets of UAE and Oman for remittance.
- Marketing research, Market Survey, and opportunity in the Field of remittance in UAE & Oman.
- Relation with Association, Marketing promotion and Camp bosses.
- Able to take new initiative to capture the market.
- WPS Registration for payroll department.

EXPERIENCE



(Feb 2022- Still going on)

GCC Exchange is the growing company of UAE in the field of Remittances WPS Foreign Currency and Corporate Business-I am working with them in the capacity of “**Senior Marketing Officer**” for all corridor in entire UAE



(Feb 2017 – July 2019)

Oman United Exchange Co. LLC (Oman) (Associate Company of United Bank Limited Pakistan) is one of the pioneers Exchange House in Oman and has been in business for more than 35 years. I work with them in the capacity of a **Senior Branch Manager**. My Core responsibilities include the following:

- Ensure constant and consistent growth in business volumes and profitability.
- Ensure operational activities are concluded within the prescribed turnaround time.
- Alignment of business direction in line with the business plan.
- Enhance the image of the Company among all stakeholders.
- Instill performance oriented culture and create equal opportunities for employee growth.
- Concerted efforts for development of Nationals and achieve the regulatory Omanisation requirement.
- Enhance transparent communication at all levels within the Company.
- Ensure correspondence as per the Company's communication standards.
- Ensure compliance to AML policies and procedures as directed by the Regulatory Authorities.
- Ensure complete compliance to IT/Operative procedures and processes.
- Main custodian for the branch.
- Minimize Audit rating of "Acceptable" at transaction level.
- On an ongoing basis, there should be no complaint issues at transaction level.
- Visiting for Labor Camps and Corporate business & road shows for business development.
- Foreign currency through banks and corporate sectors for business development
- Reporting to General Manager.

(Apr 2008 – Feb 2017)



UAE Exchange (Dubai) is one of the leading Exchange house in GCC and has been in business for more than 37 years. My assignment with the company was initially as an **Operation Supervisor** for 3 years after which I was **promoted to Business Development** and my Core responsibilities include:

Operation Supervisor

- Work as an enquiry officer, single window cashier, and sales agent of allied product.
- Responsible for corridor wise remittance (express money, telex transfer, electronic transfer)
- Taking Daily Report of Gold card, Mashreq millionaire, national bonds, silver cards and credit card bill payments)
- Leading a team dealing with all foreign exchange queries, handling cash and foreign currencies.
- Remains chief cashier for FC and cash acceptance against receipt and payments vouchers.
- Providing exceptional customer service and building rapport with clients to encourage repeat business.
- Buying and selling, ensuring to up-sell at all times.
- Money transfers with Xpress Money and Western Union.
- Promoting services to Pakistani Corridor.
- Supervising the balancing at the end of the day.
- Training the new employees with product knowledge
- Reporting to Senior Branch Manager

Business Development & Corridor In charge Pakistan

- Handling Bulk customers, Business Development, marketing and leading thirty five staffs.
- Corridor in charge for the region Sharjah and Northern Emirates for business development team for Pakistan Corridor.
- Daily basis market visit and arrangements of Sports and musical events and road shows.
- Reporting to the Retail Marketing Head on daily basis and provides pictures to the business development team.
- Taking data on daily basis and giving remittance progress report to the Retail Marketing Head and Country Head of UAE.
- Identification of new market and new camp for the for business development.
- Arranging CFT's Meeting on monthly basis and taking their progress report.
- Tie up for the site transaction and taking leads from the acquisition customers
- Planning for the CSR Activity, Presentation and camp activity to retain the loyal customers
- Arrangement of Pakistan Corridor roll up banners, Flyers and posters for all the branches

- Selling of bulk Gold card and NRP a/c in the camps for Pakistani customers
- Responsible for the development of the advertise and media plans for the enhancement of the brand identity.
- Prepared the status report and presentations to high level management for achieving company goals.
- Deciding & Executing marketing strategies and campaigns.
- Responsible for the management of the resources.
- Reporting to Marketing Head and Corridor Head Pakistan



(Jan 2004 – Dec 2007)

PEPSI International (Pakistan) is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York, in the hamlet of Purchase. PepsiCo has interests in the manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products. PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc. My assignment was initially as a **Marketing Executive** for a year after which I was **promoted** as an **Accounts Coordinator** including additional responsibilities of **Administration**. My core responsibilities included:

Account Coordinator & Administration Officer

- Reconciliation and processing of all Business class, Self service Whole sale documents
- Processing Monthly Variable Rent related to sale
- Maintaining customer wise monthly rent detail in Excel file
- Finalization of documents after tailed with cashier report rent after tallied with provision detail
- Processing of sale return on daily basis of sale
- Preparing debts against return recommended by sale department on monthly basis
- Maintaining proper record of processed manual return systematically for customer reconciliation purpose.
- Verifying the physical stock based on the central warehouse.
- Reporting to Area Manager.

Sales & Marketing Executive

- Conducting survey on weekly monthly basis of the D.I.KHAN Region and all linked outlets.
- Supervision and optimum utilization of the available resources.
- Co-Ordination with warehouse administration for smooth deliveries to the dealers and customer
- Coordination with Purchasing Department as per our sales market requirement..
- Interaction with Stock control Department and providing necessary information to them.
- Over view of the competitors & customer satisfaction
- Reporting to Marketing Manager

LANGUAGE

- English
- Urdu / Hindi
- Arabic
- Punjabi
- Saraiki
- Pashto

REFERENCE

Reference will be furnished upon request.