

Gohar Ali

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Professional Summary

Results-driven distribution and logistics professional with over 8 years of experience managing operations for leading FMCG brands, including Coca-Cola, Colgate-Palmolive, and Firstcry (KSA Riyadh). Skilled in distribution management, staff supervision, order booking, customer relations, and daily accounting using Peachtree, Excel, and specialized company software. Proven ability to optimize processes, lead teams, and ensure efficient product delivery in both local and international markets.

Education

- Operational management (Associate Degree Virtual University of Pak -in progress)
- D.I.T (Science and technology development council)
- Intermediate Govt. Afzal Khan La La College Matta Swat KPK.
- Matriculation- Government High School Matta Swat KPK

Professional Experience

- **Firstcry (logistic Company) Sulay.** **Kingdom of Saudi Arabia-Riyadh**
Accounts Supervisor August 2023- June 2024
Major Responsibilities:
 - P2P Software Operating
 - Team Lead
- **Colgate Palmolive Pakistan Ltd-Distribution.** **Matta Swat KPK- Pakistan**
Distribution Manager January 2019- June 2023
Major Responsibilities:
 - Distribution Management
 - Staff Management
 - Marketing and Customer dealing
 - Company Software Operating (S&D Software)
 - Daily Distribution Accounting (Peachtree and Excel)
- **Coca-Cola Distribution Pakistan Ltd.** **Matta Swat KPK- Pakistan**
Distribution viaje officer January 2016- Dec 2018
Major Responsibilities:
 - Coca-Cola Software Operating.
 - Staff Management
 - Marketing and Customer dealing
 - Daily Distribution Accounting (Peachtree and Excel)

Key Responsibilities

- Led logistics operations, ensuring seamless coordination between warehouse, distribution teams, and clients.
- Managed end-to-end distribution operations, including route planning, order booking, cooler management, and timely product delivery for FMCG brands.
- Led and supervised staff, including order bookers and delivery teams, to consistently meet performance targets and service standards
- Managed daily distribution accounting using Peachtree, Excel, and company-specific software (Coca-Cola, S&D, P2P).
- Coordinated marketing efforts and built strong customer relationships to drive sales and expand market coverage.
- Directed inventory management, vehicle loading, and dispatch processes to ensure accurate and timely deliveries.
- Analyzed sales and operational reports, identifying opportunities for efficiency improvements and cost control.

Other Information

Skills set

- MS office
- Advance Excell
- Peachtree Accounting
- S&D Pro (CP Pakistan Ltd)
- CCI (Coca Cola Pakistan Ltd)
- Effective communication
- Staff development and project managements
- Regularity and punctuality

Hobbies & Favorites

- Traveling
- Football
- Adventure

Other Information

- **Languages:** Pashto, Urdu, English
- **Nationality:** Pakistani

Notice period

- Immediately available