



# Abdul Rauf Rufi

Lead Generation Specialist



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Johar Town, Lahore, Pakistan

## Summary

"I wish to pursue a challenging job opportunity in a reputed firm that can accommodate my competence, experiences, and goals while providing me with the scope to use my strengths in the best way possible for the company's growth."

## Skills

Active Listening Skills | Administrative Assistance | American English | Lead Generation | Chat Handling | Client Management | Close Attention to Detail | Cold Calling | Communication Skills | Complaint Resolution | Computer Proficient | Coordination Skills | Critical Thinking | Customer Support | Data Analysis | Data Entry Operations | Digital Communication Skills | Dispatching | Field Work | Fluent In English Language | Goal Oriented | Google Spreadsheets Knowledge | Lead Generation | Marketing Skills | Microsoft Office Skills | Multitasking Skills | Operations Handling | Payroll Management | Problem Solving Skills | Product / Service Knowledge | Quality Assurance Skills | Reconciliation Knowledge | Record Keeping | Sales Advertising | Spoken and Written English | Teamwork Skills | Time Management Skills | Typing Skills | UK Tax Knowledge | Written and Verbal Communication Skills

## Experience

Mar 2022 - Present

### Lead Generation Specialist

Virtual Assistant Solutions, Lahore, Pakistan

1. Convince business customers and establish a relationship.
2. Gather correct customer information during a conversation to make an appointment.
3. Actively source new business opportunities.
4. Submit reports on sales lead journey.
5. Investigate and find contact details for targeted key areas.
6. Raise awareness of current campaigns.
7. Develop and maintain sales prospecting database for the company ensuring that all new entries in the database are of an acceptable standard in terms of accuracy.
8. Source new records for the database as required.
9. Maintain confidentiality.
10. Generate target outputs for appointments with decision makers.

Oct 2021 - Feb 2022

### Customer Services Officer

IGET Solution Pvt Ltd, Lahore, Pakistan

1. Scheduling drivers to make freight deliveries or collect shipments and packages.

2. Communicating with customers about freight details, delivery or pickup times, and special handling requests.
3. Maintaining records of dispatched calls, driver routes, route changes, as well as delivery and pickup times.
4. Keeping track of transportation regulations and laws to ensure that truck drivers comply.
5. Reviewing drivers logs, including dispatched calls and arrival times.
6. Monitoring truck repairs and maintenance schedules.
7. Logging customer shipping schedules and complaints.
8. Planning pre-determined routes and accommodating route changes as needed.
9. Preparing dispatch documents, as well as generating freight bills and invoices.

Apr 2021 - Aug 2021

### **Customer Support Officer**

Y Zee Packaging and Printers Ltd, Lahore, Pakistan

1. Provide quotes to customer queries, resolve their complaints to ensure customer satisfaction and timely follow-ups via Email, Live Chat, Phone, and Social Media.
2. Assist with placement of orders, refunds, or exchanges.
3. Ensure the deliveries to the orders by coordinating the production team.
4. Works with other departments to resolve customer issues, as necessary.
5. Provide information about products and services.
6. Generate new business and support assigned existing customer's portfolios.
7. Train and assist entry-level customer service officers by helping them improve listening skills, communication, and multitasking abilities.

Aug 2020 - Apr 2021

### **Claim Handler**

Accident Management and Credit Hire UK Co., Lahore, Pakistan

1. This involves working with the policyholder, colleagues, and other professionals to ensure that the claim is valid.
2. Role to process a customer's or client's insurance claim.
3. Preparation, approvals, and monitoring of Credit hire agreements.
4. Coordination with Third-party insurances and Solicitors.
5. Preparation of invoices for third-party insurances.
6. Preparation of strong allegation cases.
7. Appointment of new Solicitors on Bad debt cases and Litigation cases for court proceedings.

8. Training and monitoring of team members and newcomers.

Apr 2019 - Jul 2020

### **Program Coordinator**

National College of Business Administration & Economics Lahore, Lahore, Pakistan

1. Ensure implementation of policies and practices among the students and teachers.
2. Assist in the development and implementation of instructional materials and curriculum programs.
3. Assist in managing schedule, student payroll, rooms, and instructional supplies for workshops.
4. Assist students in course selection, educational issues, and career selection.
5. Ensure technology is used correctly for all operations (video conferencing, presentations).
6. Keep updated records and create reports or proposals.
7. Work with parents, teachers, and counselors to address student's behavioral and academic problems.

Jan 2017 - Mar 2019

### **Customer Services Officer**

Bankislami Pakistan Ltd., Jhang, Pakistan

1. Cash Receipts/Payments/Balancing/Clearing and Transfer Cheque Received on Counter.
2. Worked in remittance Dept (Pay orders, Demand Draft).
3. Term deposit (LCY & FCY), Call Deposit.
4. Inward / Outward Clearing.
5. Processing of OBC/IBC/FBC/Local Transfer.
6. Proper Balancing of Cheque Books and ATM Cards in Stock and delivery of Cheque Books and ATM Cards to Customers.
7. Cash Replenishment in ATM & ATM Balancing.
8. Open all types of accounts (current, savings, and time deposit, saving certificates).
9. Cross-selling all the bank's products.
10. Informing customers about bank products and services.

Oct 2016 - Nov 2016

### **Finance Trainee**

sitara chemical industries, Faisalabad, Pakistan

1. Worked on professional, analytical, and management assignments.
2. Preparation of monthly or weekly financial reports.

3. Updating financial spreadsheets with daily transactions.
4. Preparing balance sheets.
5. Tracking and Reconciliation of bank statements.
6. Manage specialized information, reports, forms dealing with tax, billing, tracking of projects.
7. Process invoices and follow up with clients, suppliers and partners as needed.

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## Education

2015	<b>University of Management &amp; Technology (UMT)</b> Masters in Business Administration , Masters in Business Administration Accounting & Finance CGPA: 2.9/4
2012	<b>Government college of commerce</b> Bachelors in Commerce , B.Com Commerce CGPA: 2.1/4
2009	<b>Faran Model college</b> Intermediate/A-Level , F.Sc Pre-Engineering PRE ENGINEERING Percentage: 67%
2007	<b>Rose Model Boys High School</b> Matriculation/O-Level , Matric in Science Science Percentage: 78%

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## Languages

English  
Expert

Punjabi  
Expert

Urdu  
Expert