

Muhammad Ismail

OPERATIONS & LOGISTICS

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SUMMARY

Experienced operations and logistics professional with 15 years in inventory control, dispatch coordination, order picking, and physically demanding roles in fast paced retail and warehouse environments. I bring hands-on labour expertise, efficient workflow management, and a strong work ethic for outdoor and manual tasks. I am now applying these skills to the horticulture and green industry.

EXPERIENCE

Administration & Dispatch Lead Apr 2017 - Apr 2024

WireOut Electronics LLC | Dubai, UAE

- Managed high-volume dispatch and warehouse operations; improved order fulfillment by 40% through process optimization.
- Directed manual handling of goods, packaging, loading/unloading, stock movement and order-picking; upheld high accuracy and cleanliness standards in the warehouse environment.
- Designed and implemented a new filing and documentation system, reducing retrieval time by 50%.
- Maintained trade-counter and storage areas, including physical tasks of moving and arranging stock building strong physical stamina and operational reliability.

Sales & Merchandising Supervisor Apr 2012 - Mar 2017

Gujjar Mobile | Lahore, Punjab

- Oversaw merchandise operations: inventory management, stock rotation, trade-counter order picking and delivery coordination.
- Executed frequent manual tasks including display setup, product handling, arranging stock, moving goods and customer-facing logistics.

Sales Representative Jan 2011 - Mar 2012

Links International | Lahore, Punjab

- Performed product demonstrations, processed orders, and supported delivery logistics. Assisted with stock movement and manual handling within a retail warehouse context.
- Collaborated with cross-functional teams to deliver products and services efficiently, demonstrating teamwork.

Sales Representative Nov 2009 - Dec 2010

My Phone Electronics | Lahore, Punjab

- Built and maintained client relationships to achieve sales targets through interpersonal skills and customer satisfaction.
- Coordinated with internal teamwork to ensure timely delivery of products and services.

KEY ACHIEVEMENTS



Order Fulfillment Improvement

Improved order fulfillment by 40% through process optimization in high volume dispatch operations



Efficiency in Documentation

Designed an efficient filing and documentation system that significantly reduced retrieval times

SKILLS

- Order Picking & Dispatch
- Inventory & Stock Management
- Manual Handling & Physical Stamina
- Warehouse Cleanliness & Organisation
- Logistics Process Optimization
- Driving & Vehicle Operation (incl. licences)
- Reliability & Independent Work
- Team Collaboration & Communication

LANGUAGES

English	Proficient
Urdu	Native

CERTIFICATIONS

- IELTS : Band 5
- International Driving Permit (Pakistan & UAE)

INTERESTS



Language Acquisition

Currently learning German to enhance integration into the Austrian working environment



Gardening

Personal passion for maintaining home plants and trees. Driving: Long-distance driving and vehicle maintenance.