

# 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.