

SELSY JYOTHI

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PROFESSIONAL SUMMARY

Operations Executive with proven expertise in streamlining logistics workflows, enhancing customer relations, and ensuring regulatory compliance. Skilled in managing logistics documentation, optimizing shipment processes and executing cost-saving initiatives. Experienced in handling invoicing systems, coordinating cross-functional teams and delivering timely solutions. Holds an MBA in HR, with strong technical proficiency in software tools and programming languages.

AREAS OF EXPERTISE

- Logistics Process Optimization
- Shipment & Delivery Coordination
- Customs Operations & Compliance
- Client Relationship Management
- Invoicing & Billing Systems (Fresa Software)
- Data Analysis & Reporting
- Effective Communication Skills
- Cross-functional Team Leadership

WORK EXPERIENCE

Operations Executive

June 2023 - January 2025

AVI Ocean Logistics LLC, *Dubai, UAE*

- Directed logistics operations to ensure on-time shipment deliveries while cutting costs by addressing demurrage and detention charges.
- Collaborated with logistics providers and internal teams to synchronize schedules and track shipments, meeting customer demands.
- Managed customs documentation including DO collection, BOE processing, and MOFA attestation, ensuring full compliance with import/export regulations.
- Prepared and audited invoices using Fresa software, ensuring precision and timely billing, streamlining financial operations.
- Generated detailed reports to provide actionable insights for management decision-making.

Customer Service & Operations Executive

July 2022 – May 2023

Cartelwave Logistics LLC, *Dubai, UAE*

- Generated and processed client inquiries, quotations, and sales agreements, ensuring clear communication and accuracy.
- Coordinated shipments from planning to execution, meeting customer requirements and ensuring timely deliveries.
- Strengthened client relationships by proactively addressing concerns and following up on service quality.
- Supervised logistics operations and team efficiency, driving productivity and customer satisfaction.
- Answered and directed calls, organized documents into company and customer copies, and ensured proper documentation processes.

HR Executive/Admin

June 2019 – April 2022

University Information Centre, *Kerala, India*

- Managed administrative processes, optimizing workflows and ensuring project deadlines were consistently met.
- Led recruitment initiatives by conducting interviews, assessing qualifications, and selecting top candidates.
- Designed and implemented onboarding and training programs to enhance employee integration and productivity.
- Managed employee compensation structures and job postings to support recruitment efforts.

TECHNICAL SKILLS

- **Software:** MS Office, Fresa
- **Programming Languages:** Python, MATLAB, Basic HTML & C

EDUCATION

MBA – HR

VVM College, Kollam, Kerala

June 2017 - April 2019

B.E Electronics & Communication Engineering

Anna University, Tamil Nadu

June 2012 - June 2016

Higher Secondary Education – Science

St. Aloysius HSS, Kollam, Kerala

June 2009 - April 2011

High School Education

St. Joseph's Convent GHSS, Kollam, Kerala

June 2008 - May 2009

CERTIFICATES & ACADEMIC PROJECT

- **AI and Applied Data Science with Python (2022)**
- **Breast Cancer Detection Using SVM Classification (2016)**

PERSONAL INFORMATION

- **Nationality:** Indian
- **D.O.B:** 25/02/1994
- **Passport No:** U2354041
- **Languages Known:** **English** (Proficient), **Malayalam** (Native), **Tamil** (Proficient), **Hindi** (Basic)