



# MOHAMED RASHAD

SR. CUSTOMER SERVICE, PRICING & OPERATIONS

Abu Dhabi, UAE

+971 558605074

rashadop@gmail.com

## ABOUT ME

I am a results-driven **Senior Customer Service & Operations professional** with over a decade of experience working across leading freight forwarding companies. My expertise spans **pricing strategy, rate negotiation, and end-to-end operations management**, ensuring cost-effective and timely movement of shipments. With a strong background in **process improvement and team coordination**, I excel at delivering service excellence while maintaining full compliance with industry standards. Recognized for building and nurturing **long-term client relationships**, I consistently contribute to the sustained growth and success of the organizations I represent.

## SKILLS

PRICING & RATE NEGOTIATION (LOCAL & OVERSEAS AGENTS)

INTERNATIONAL LOGISTICS & FREIGHT FORWARDING (AIR & SEA)

IMPORT & EXPORT OPERATIONS

CUSTOMER SERVICE & CLIENT RELATIONSHIP MANAGEMENT

SHIPPING DOCUMENTATION (B/L, AWB, FREIGHT INVOICES, CUSTOMS)

OPERATIONS MANAGEMENT & COST CONTROL

SALES SUPPORT & QUOTATION PREPARATION

TRANSPORTATION & PORT COORDINATION

PROBLEM SOLVING & COMPLAINT RESOLUTION

MS OFFICE (EXCEL, OUTLOOK, WORD)

## LINK

LinkedIn:

<https://www.linkedin.com/in/rashad-op-b5b38452/>

## LANGUAGES

ENGLISH

HINDI

MALAYALAM

ARABIC

## WORK EXPERIENCE

### RELIANCE FREIGHT SYSTEMS LLC

Abu Dhabi

Jan 2025 - Present

#### Sr. Customer Service & Sales

- Lead customer service and operational functions, ensuring smooth execution of shipments from booking to delivery with full compliance to client and regulatory requirements.
- Manage customer accounts by providing tailored solutions, addressing escalations, and maintaining strong long-term relationships to enhance client retention.
- Drive pricing activities by negotiating competitive freight rates with carriers and suppliers, preparing cost-effective quotations, and supporting management in tender proposals.
- Collaborate with the sales team to generate new leads, prepare proposals, and convert opportunities into confirmed business while maintaining a focus on service quality.
- Support revenue growth through selective sales activities, upselling existing clients, and contributing to expanding the customer portfolio.
- Conduct detailed market and competitor analysis to stay ahead of pricing trends and recommend strategic adjustments to maintain competitiveness.
- Coordinate closely with operations for documentation, customs clearance, and delivery to ensure timely and cost-effective shipment handling.
- Consistently balance customer service excellence with sales initiatives, ensuring both client satisfaction and profitability.

### MRI SHIPPING AND LOGISTICS SP LLC

Abu Dhabi

Oct 2020 - Aug 2024

#### Sr. Customer Service & Operations Officer

- Proactively identified and engaged potential clients to support lead generation and expand the customer portfolio.
- Expertly negotiated freight rates with carriers, shipping lines, and suppliers to secure the most competitive pricing while maximizing profitability.
- Prepared and delivered accurate, tailored quotations in line with client requirements and market conditions.
- Maintained strong customer relationships by providing consistent operational support and ensuring smooth shipment execution.
- Coordinated end-to-end operations including booking, documentation, customs clearance, and delivery to ensure timely and cost-effective service.
- Conducted in-depth market and rate analysis to identify cost-saving opportunities and strengthen the company's pricing strategies.
- Supported management in developing pricing structures, tender preparation, and strategic proposals to win key accounts.
- Ensured compliance with trade regulations, documentation accuracy, and operational SOPs to reduce risks and avoid penalties.

### AL REYAMI SHIPPING AND LOGISTICS LLC

Abu Dhabi

Apr 2016 - Sep 2020

#### Customer Service Representative

- Handled client inquiries, complaints, and service issues with professionalism.
- Negotiated freight rates with both local and overseas agents to secure competitive options.
- Sent quotations to clients and ensured pricing strategies aligned with customer needs.
- Coordinated shipments and documentation with overseas agents.
- Maintained and grew long-term client relationships through regular communication and follow-up.
- Ensured sales support obtained booking details, B/L, AWB, and invoices before file handover.

### AL RYAN FREIGHT LLC

Abu Dhabi

Oct 2013 - Nov 2015

#### Customer Service / Operations

- Delivered high-quality commercial distribution channel between customers and the organization.
- Maintained customer focus by responding to inquiries and resolving complaints.
- Supported pricing discussions and contributed to negotiation of service charges with agents.
- Recorded all client transactions and ensured proper documentation flow.
- Performed various customer service activities, including upselling and handling accounts.
- Maintained and built strong, long-term client relationships.

## EDUCATION

### ANNAMALAI UNIVERSITY

Calicut, India

2017

#### Bachelor of Arts

BA English

### LONDON SCHOOL OF BUSINESS MANAGEMENT

Kochi, India

2012

#### Higher National Diploma

Shipping and Logistics Studies

### CALICUT UNIVERSITY

Calicut, India

2011

#### Higher National Certificate

Shipping Building Technology