



BANU MAHESWARI

Senior Logistics Operations & Customer Service & Pricing.

CONTACT

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- 📍 Dubai, U.A.E

CORE SKILLS

- Freight & Logistics Management
- Operations Optimization
- Supply Chain Coordination
- Customer Relationship Management
- Team Leadership & Training
- Compliance & Risk Mitigation
- Performance Analytics & KPIs
- Cost Reduction Strategies
- Cross-functional Collaboration
- Business Development & Sales Support

Key Achievements

- Managed 250–300 monthly import jobs (air & sea) with consistent, error-free execution.
- Trusted by key clients as primary contact for service excellence.
- Awarded Best Performance Certification (2021–2022) for operational excellence

CERTIFICATIONS

- Certified in Dangerous Goods Regulations (Category 3) – Blue Dart Aviation Ltd, DGCA Approved

PROFILE

Seasoned logistics and operations professional with over 10+ years of comprehensive experience across freight management, customer care, and supply chain coordination. Adept at streamlining processes, enhancing customer satisfaction, and driving efficiency through data-driven strategies. Proven track record of managing complex freight operations, improving KPIs, and fostering strong relationships with global partners and contribute to the overall success of the organization

WORK EXPERIENCE

- PNI Logistics, Dubai** Nov 2024 – Present
Pricing/ Customer Care / Network & Sales Coordinator
 - Supported pricing team with competitive freight quotations tailored to client requirements.
 - Promoted business growth via WCA network partnerships.
 - Delivered proactive customer support, ensuring timely documentation and shipment coordination.
 - Contributed to business development through client visits and follow-up on new and existing inquiries
- Translink Logistics Pvt Ltd, Chennai, India** June 2018 - Sep 2024
Freight Coordinator /Pricing / Assistant Manager
 - As Assistant Manager**
 - Oversaw daily operations, ensuring efficiency, compliance, and continuous process improvement.
 - Managed and trained customer care team, resolving escalations and maintaining high service standards
 - Developed sales strategies, analyzed trends, and drove revenue growth.
 - Coordinated across departments to align operations, sales, and customer service goals.
 - Used data-driven insights to enhance efficiency and outcomes
 - As Freight Co-coordinator**
 - Managed end-to-end air and sea import operations, including cargo pick-up, customs clearance, and final delivery for console shipments and customer cargo from key global regions (China, US, Europe, Middle East, Far East)
 - Coordinated with overseas agents to ensure timely shipment updates, IGM manifestation, delivery order processing, and transportation.
 - Tracked outstanding invoices, secured UTR details for timely payments, and supported financial accuracy while fostering relationships with key

COMPUTING SKILLS

- **Programming Languages:** C, C++
- **Front-End Technologies:** Visual Basic 6.0
- **Web Technologies:** HTML, XML, Java
- **Productivity Tools:** MS Office (Word, Excel, PowerPoint)

EDUCATION

- BCA, Ambiga College of Arts & Science, Madurai, India, 2005
- PGDCA, Everonn Computer Centre, Madurai, India, 2002

LANGUAGES

- English, Tamil

ATLAS LOGISTICS PVT LTD, Chennai, India

(An SBS Group – Japan)

Jan 2016 – April 2018

Customer Care Executive

- Coordinated with counterparts and customers for pre- and post-shipment and ensuring with shippers and overseas offices for accurate shipment information
- Handled both import/export shipment coordination and customer communication.
- Strengthened business relationships with new clients and ensured accurate reporting
- Followed up to confirm sales orders and delivery dates, responded to sales inquiries via phone, email, and accurately analyses statistical data to support decision making.

S-NET FREIGHT INDIA PVT LTD, Chennai India

Mar 2015 – Dec 2015

Sales Coordinator

- Coordinated with customers, counterparts, and shippers to handle pre- and post-shipment details, ensuring smooth communication and accurate shipment information.
- Developed and maintained strong relationships with key clients driving new business opportunities and overseeing end-to-end import and export sales for both air and sea freight.
- Conducted follow-ups to confirm sales orders and delivery schedules responded promptly to enquiries via phone, email, and in-person meetings.
- Delivered detailed monthly sales and performance reports to the head office, ensuring data accuracy and actionable insights

PREVIOUS EXPERIENCE

- Nov 2013 – Apr 2014
Swiss Global Logistics Pvt. Ltd. – Coimbatore, India
Sales Coordinator & Customer Support Executive
- Jul 2010 – Jun 2013
Get It Info Services Pvt. Ltd. – Coimbatore, India
Customer Support & Admin Executive
- Feb 2007 – MM 2010
Reliance Communications Pvt. Ltd. – Madurai, India
Customer Care Executive