



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

Jan 2016 – April 2018

(An SBS Group – Japan)

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