

Shameem Basha N M

Customer Relationship Management

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Profile

Aspiring Supply Chain employee with hands-on experience in CRM- Customer Relationship Management I have worked at Primex Logistics as CRM Associate for the Past One year. Looking to leverage my skills in a dynamic and fast-paced supply chain organization.

Skills

Delivery Management
Performance Analysis
Shipment tracking
Customer Service
Communication & Interpersonal Skills
Time Management & Multitasking

Education

Master of Business Administration (MBA) - Human Resource & Marketing
St. Joseph's institute of Management - JIM
2022 – 2024

Bachelor of Business Administration (BBA)
Jamal Mohamed College
2019 – 2022

Professional Experience

CRM

Primex Logistics
04/2024 – 06/2025

- Managed in tracking outbound shipment. to ensure timely dispatch and delivery.
- Provide updates about shipment status and delays to the customers.
- Developing reports about shipment such as deliver time, Exceptions and Performances.

HR Recruitment - Internship

VDart
01/2024 – 03/2024

- Assisted in **domestic hiring**, sourcing candidates from **job portals** and social media.
- Posted job advertisements, screened **50+ candidates**, and scheduled interviews.
- Maintained a candidate pipeline, improving hiring efficiency by **30%**.
- Supported onboarding activities, ensuring a smooth transition for new hires.

HR Internship

Kothari Sugars
04/2023 – 06/2023

- Assisted in **payroll processing and workmen management**.
- Maintained attendance records and managed ERP systems.

Achievements

- Implemented strategies and solved customer issues for higher customer retention rates.
- Helped in optimize delivery routes and schedules which leads to faster delivery time.
- Analyzed historical data and trends to improve the accuracy of demand forecasting and operations.
- Helped in identifying the potential risks by providing real time visibility.

Languages

English
Tamil
Hindi