



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

MOHAMED RASHAD

SR. CUSTOMER SERVICE, PRICING & OPERATIONS

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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

LONDON SCHOOL OF BUSINESS MANAGEMENT
Kochi,India
2012

CALICUT UNIVERSITY
Calicut,India
2011

- Bachelor of Arts**
BA English
- Higher National Diploma**
Shipping and Logistics Studies
- Higher National Certificate**
Shipping Building Technology