

# SHINOJ ABRAHAM

Seasoned Freight Forwarding Professional with Expertise in Air & Sea



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Saudi Arabia, Jeddah

## Professional summary

I am a dynamic and results-driven professional with extensive expertise in sales and marketing, complemented by strong skills in business development and commercial operations. My proven leadership in strategic planning, project management, and financial management enables me to deliver exceptional outcomes. I excel in decision making, problem solving, negotiation, and team building, supported by robust organizational skills and effective time management. I am dedicated to driving business growth through innovative strategies and a commitment to operational excellence.

## Experience

Area Sales Manager - Kerala January 2023 - December 2024

### JET Freight Logistics Ltd, Kerala - India

As the Area Sales Manager for Kerala at JET Freight Logistics Ltd, I was responsible for driving sales and managing all aspects of the company's operations in the region. My role involved developing and implementing strategies to increase market share, building strong relationships with clients, and leading a team of sales representatives.

- Increased sales by 25% in one year.
- Developed and maintained strong client relationships.
- Led a team of 10 sales representatives.
- Implemented effective marketing strategies.
- Trained new employees on sales techniques.
- Conducted market research and analysis.

Business Development Manager - East Africa January 2018 - June 2022

### Pacific Lines Uganda Ltd, Uganda - East Africa

As the Business Development Manager for East Africa at Pacific Lines Uganda Ltd, I was responsible for identifying and securing new business opportunities in the region. My role involved building strong relationships with potential clients, conducting market research and analysis, and developing strategic plans to expand our business in East Africa.

## Skills

Sales & Marketing Expertise

Expert

Business Development Acumen

Expert

Commercial

Expert

Operations

Expert

Project Management

Expert

Strategic Planning

Expert

Vendor Developments

Expert

Network & Trade Lane Developments

Expert

products and Vertical Developments

Expert

Pricing & Procurement

Expert

Customer Relationship Management

Expert

Negotiation

Expert

Team Building

Expert

Time Management

Expert

Financial Management

Expert

- Developed and implemented successful sales strategies
- Formulated and executed innovative sales strategies, achieving a remarkable 20% increase in sales revenues.
- Successfully negotiated contracts with key clients
- Built a strong network of industry contacts
- Identified new business opportunities
- Managed a team of sales representatives
- Collaborated with cross-functional teams to achieve company goals
- Successfully completed multiple complex Break bulks, Heavy Equipment & OOG Movements, ensuring timely project delivery through adept resource management.

Branch Manager - Uganda

August 2016 - January 2018

### ECU Line BV, Kampala - Uganda

- Launched and led branch operations in Uganda, overseeing business development, freight forwarding, Logistics and profit center management.
- Developed and executed innovative sales strategies to drive growth.
- Cultivated strong relationships with key clients to enhance client retention and satisfaction.
- Achieved revenue growth through strategic partnerships and collaboration.
- Directed P&L and commercial operations, formulating the profit center budget to maximize operational and business development efficiency.

Trade Lane Manager - UAE & Africa

July 2015 - August 2016

### KRS Logistics LLC, Dubai - United Arab Emirates

As the Business Development Manager for the MENA region at KRS Logistics LLC in the United Arab Emirates, I was responsible for driving growth and expanding our market presence in the Middle East and North Africa. This role required a deep understanding of the local business landscape, as well as strong relationship building skills and strategic thinking to identify new opportunities.

- Developed and maintained partnerships with key clients
- Conducted market research to identify potential growth areas
- Collaborated with cross-functional teams to create tailored solutions
- Increased revenue by 15 % within 1 year

Business Development Manager - East Africa

July 2009 - July 2015

### Clarion Shipping Services LLC, Kenya - East Africa

- Spearheaded business expansion initiatives across East Africa, successfully launching operations in Uganda, Rwanda, Burundi, Eastern Congo, and South Sudan.
- Conducted comprehensive market research and analysis to identify emerging opportunities and trends.
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Teamwork

Expert

Creativity

Expert

Problem-solving

Expert

Adaptability

Expert

Openness

Expert

Communication

Expert

Decision Making

Expert

Leadership

Expert

B2B & B2C Strategies

Expert

Budget Management

Expert

## Languages

- English
- Hindi
- Malayalam
- Tamil
- Kannada

## Awards



Completed training on various web-based shipping and freight forwarding software applications.



Attended and participated in various global freight forwarding meetings, such as SCN, Lognet, CLC Projects etc.



Valid Driving Permit in India, Saudi Arabia and Africa

## Hobbies

- Reading

Cultivated and maintained strategic relationships with key clients, enhancing customer loyalty and retention.

- Achieved a remarkable 30% growth in annual revenue through a focused sales and marketing strategy.
- Supported front-line sales teams with streamlined administrative operations, ensuring efficiency and effectiveness.
- Generated quality leads, leading to new client acquisition and improved bottom-line profitability.
- Implemented targeted marketing initiatives, significantly increasing brand visibility in the region.
- Successfully managed diverse Break Bulk projects for notable clients, including UN agencies and East Africa's electricity transmission companies, covering sectors such as telecommunications, manufacturing machinery, mining equipment, aircrafts & engines, weigh bridges, boats, and yachts.

- Cooking
- Traveling
- Team Sports
- Volunteering & Community Services
- Writing and Blogging

## *Personal info*

- Date of birth: 19 January 1981
- Nationality: Indian

## *Education*

### **Bangalore University, India**

Graduate in Business Management