

KHURRAM HASHMI

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July 21, 2025

Subject: **Availing Opportunity**

Dear Sir / Madam,

I am writing to express my enthusiastic interest in the Director of Customer Care/Experience position. With a solid background in the hospitality industry and a proven track record in elevating customer experiences during my tenure at Jazz Mobilink, I am confident in my ability to contribute effectively to your esteemed organization. I am member of visiting faculty of CMI (COTHM Manpower International) a subsidiary of COTHM, imparting training for the preopening of the hotel properties.

During my tenure in the hospitality sector, I honed my ability to understand and exceed customer expectations. I successfully implemented training programs that enhanced staff communication skills, resulting in improved customer interactions and increased positive feedback. My experience in both industries has provided me with a unique perspective on delivering exceptional customer care across various sectors.

In my previous role at Jazz Mobilink, I spearheaded customer experience initiatives, implementing strategies that significantly improved customer satisfaction and loyalty. My hands-on experience in managing diverse teams and fostering a customer-centric culture has equipped me with the skills required to lead your customer care department to new heights. **Technical proficiencies are included MS Office Suite, Opera, Seibel, eFics, Oracle based ERP, ERP Munshi10 & Odoo.**

Key strengths that I bring to this role include:

Strategic Leadership: Proven ability to develop and execute customer experience strategies aligned with organizational goals.

Team Management: Successful track record of leading and motivating cross-functional teams to deliver outstanding customer service.

Innovative Solutions: Adept at identifying areas for improvement and implementing innovative solutions to enhance customer satisfaction.

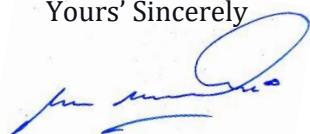
Data-Driven Decision-Making: Strong analytical skills to interpret customer data and insights, driving informed decision-making.

I am excited about the opportunity to contribute to your organization commitment to excellence in customer care. I am confident that my passion for customer experience, coupled with my leadership skills, makes me an ideal candidate for this position. I am well conversant with Arabic language as High schooling was carried out in Al-Khobar Saudia Arabia.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with your organization's goals.

I look forward to hearing from you.

Yours' Sincerely




Khurram Hashmi



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Portfolio Enclosed

 **Skype** khurram19661



Performance Profile

36+ years of progressive experience in hospitality management & customer services in multinational. A robust track record of delivering *measurable revenue and profit margin contribution improvements*. Possess strengths for leadership and team-building with proven ability to hire, train, and motivate top-performing teams. Organized, with the capability to proficiently handle multiple tasks to perform in a fast-paced environment. To respond quickly and effectively to problems while thriving on challenges to contribute to the organizational bottom-line.



Professional Skills

- Proven success in client and team customer service
- Detailed oriented, organized, and ability to multi-task
- Strong written and verbal communication skills
- Team-oriented self-starter, with a history of taking initiative, independently identifying problems, and designing and implementing solutions with limited oversight
- Business Analysis, planning & Strategy with Customer Satisfaction
- Business Planning, Budgeting & Operations Management

Professional Experience

Director of Operations – Hospitality Punjab Group | GM Model Town Club Feb 23 – Present

Responsible for ensuring the smooth and efficient functioning of all aspects of our hospitality business. Focusing on strategic vision, leadership, and attention to detail is my instrumental in delivering exceptional guest experiences, achieving financial targets, and driving overall operational excellence, developed & commissioned the pre-opening team of Model Town Club

Key Responsibilities

1. Strategic Planning:
 - Develop and execute the strategic plan for the hospitality division in alignment with the company's overall objectives.
 - Identify opportunities for growth and expansion, assessing market trends and competition to capitalize on emerging opportunities.
 - Establish key performance indicators (KPIs) to measure the success of operational initiatives and consistently improve performance.
2. Operational Leadership:
 - Lead a team of department managers and support staff, providing guidance, mentorship, and fostering a culture of collaboration and excellence.
 - Oversee day-to-day operations of all hospitality departments, including front desk, housekeeping, food and beverage, event management, and other relevant areas.
 - Implement standardized operational procedures to ensure consistent service quality and adherence to brand standards across all properties.
3. Guest Experience and Service Excellence:
 - Champion a customer-centric approach, ensuring that guest satisfaction is at the forefront of all operational decisions.
 - Monitor guest feedback and implement action plans to address any issues and continually enhance the guest experience.

- Establish and maintain high service standards, training programs, and performance evaluations for staff to deliver outstanding hospitality services.
4. Financial Management:
 - Develop and manage budgets for each department, closely monitoring financial performance and implementing cost-control measures.
 - Work collaboratively with the finance team to analyze financial reports and implement strategies to increase revenue and profitability.
 - Drive revenue optimization through effective pricing strategies, upselling initiatives, and revenue management practices.
 5. Vendor Management and Contract Negotiations:
 - Cultivate strong relationships with suppliers and vendors, negotiating favorable contracts and pricing terms.
 - Oversee procurement activities to ensure cost-effectiveness and timely delivery of goods and services.
 6. Compliance and Safety:
 - Ensure compliance with all relevant laws, regulations, and industry standards to maintain a safe and legally compliant environment.
 - Implement and monitor safety protocols to safeguard guests, staff, and assets.
 7. Business Development and Expansion:
 - Identify new opportunities for business growth, including potential partnerships, acquisitions, or market expansions.
 - Collaborate with the executive team to assess potential new locations and properties for the hospitality division.

Group Director of Operations Al-Musaddiq Group Apr 22 – Jan 23

A Land Developer group operating countrywide since last 15 years through its subsidiary SECP registered companies of Project planning, Construction, Marketing and Sales adopting best practices of Project Management and Sustainable development.

Reported to Chairman/CEO

Key Responsibilities

Developing of policies, procedures, and formalize operations for property management, development, and construction

Developing the metrics for growth, and ensure that operations are running smoothly and meeting benchmarks

Oversee implementation of strategy for the company through facility management

Ensure that employees are given proper resources for personal and professional growth

Head of Guest Services Royal Swiss Hotel Lahore Apr 21 – Jan 22

Key Responsibilities

The responsibilities include organizing, directing, and coordinating the work and to maximize revenue and profit while attaining optimal guest satisfaction. Also responsible for responding to guests' requests and concerns and accommodating groups to ensure guests are satisfied and provide repeat business in the hotel. Having team with the resources to ensure guests' satisfaction and ensure that the entire hotel operates within the scope of a budget and well-defined management practices. Also maximize suite revenue and occupancy and create a positive team-oriented environment focused on guests at the hotel.

General Manager Kinara Hotel (Project of Kinara Hotels (Pvt) Ltd.) Nov 20 – Apr 21

Key Responsibilities

- Keep the workforce motivated to ensure they behave in a comely and professional manner, resulting in improved productivity as well as enhanced customer service.
- Oversee new employee recruitment process while improving currently in place screening process to help find star performers who can understand and deliver to a challenging yet rewarding customer service driven organization.
- Optimize financial performance of the organization by carefully evaluating and identifying areas that require improvement to successfully add to ROI, greater profit margins and reduced costs.
- Looking after all administrative activities including guest rooms, new construction, civil, electrical, housekeeping, laundry, food & beverage.
- Manage important fiscal responsibilities including budgeting, payroll, controlling of expenditures, and taking measures to save costs.
- Facilitate communication across departments to ensure each one contributes to the organization's overall objectives while addressing their legitimate concerns hindering better performance.
- Prepare in-depth and summarized reports to keep the senior management of the overall organizational performance.
- Ensure a safe and healthy working environment is maintained to comply with safety regulations besides delivering amazing customer visit experience.

Management Consultant, HORECA Inc. Lahore, Pakistan

Nov 19 – Continue

Being an active member of National Vocational & Technical Training Commission (NAVTTTC), Govt of Pakistan, Islamabad, developing competency standards for the hospitality industry through scheduled seminars / workshops. Other projects are included consultancy of Lahore Gymkhana and other hotel properties. **Visiting faculty at University of Gujrat on Hospitality Management.**

Key Responsibilities

Carried out research and data collection to understand the organization, Conducted analysis, Developed and carried out communications to the company's senior stakeholders, company staff, and internal and external project teams, Run focus groups and facilitate workshops, Prepared business proposals and presentations, Identified issues and form hypotheses and solutions, Presented findings and recommendations to clients, Implemented recommendations or solutions and ensure the client receives the necessary assistance, Managed projects and programs, Lead and managed those within the team, including analysts, Liaised with the client to keep them informed of progress and to make relevant decisions

Previously Held Positions

- **2017 – 2019: General Manager Guest Rooms, Lahore Gymkhana Club, Lahore, Pakistan**
- **2012 – 2017: Manager Business Experience Center, JAZZ Mobilink, Lahore, Pakistan**
Responsibilities were to maintain highest standards of customer services, to improve the workflows while catering the training needs, accomplishing the monthly & annual sales plus the service targets, helped the organization in achieving the targets while offering suggestions to maximize the ROI, training the staff with assurance of implementation of HR policies and mentoring the staff on improving the level of customer service offered
- **2006 – 2012: Manager Customer Service Operations, JAZZ Mobilink, Lahore, Pakistan**
- Main responsibility was to handle & effective utilization of budget allocated to a different department of customer care nationwide, to improve the & re-engineering the organizational performances, launched the flagship handset BlackBerry nationwide, designed effectively different offers to enhance the revenue, involved in the development

of a web application to streamline management of VIP corporate accounts, involving easy management of marketing and finance department matters

- **2005 – 2006: Corporate Account Manager**, JAZZ Mobilink, Lahore, Pakistan
Responsibility included taking care of corporate companies associated with Mobilink, their loyalty programs with retention, receivables, arranging corporate events, development of give aways etc.
- **2003 – 2005: Manager Marketing & Communications**, Pearl Continental Hotel, Lahore, Pakistan
- **2001 – 2003: Front Office Manager**, Pearl Continental Hotel, Lahore, Pakistan
- **1999 – 2001: Duty Manager / Night Manager**, Pearl Continental Hotel, Lahore, Pakistan
- **1994 – 1999: Manager of Public Relations and Events**, Pearl Continental Hotel, Bhurban, Pakistan
- **1988 – 1992: Administrative Officer**, The News & The Daily Jang, Lahore, Pakistan
- **1987 – 1988: RnD Executive**, The Daily Jang, Lahore, Pakistan
- **1987 – 1987: Field Marketing Executive**, The Daily Jang, Lahore, Pakistan

Education

Panjab College of Business Administration / TIU, Lahore, Pakistan	1992
Master's in Business Administration – Finance	

Corporate Trainings / Certificate of Appreciations

Sr.	Year	Title	Organization	Category
1	2021	Guest Services Product Ownership Training	Swiss International Academy	Training Certificate
2	2018	Strategic Policy Facilitation & Implementation	Lahore Gymkhana	Certificate of Appreciation
3	2014	Lead to Inspire	Jazz Mobilink	Training Certificate
4	2014	VimpleCom Code of Conduct	Jazz Mobilink	Training Certificate
5	2014	3G Awareness Session	Jazz Mobilink	Training Certificate
6	2013	Experience for a Better Everyday	Jazz Mobilink	Training Certificate
7	2011	Control the Clock – Time Management	Jazz Mobilink	Training Certificate
8	2009	Event Management Golf	Jazz Mobilink	Certificate of Appreciation
9	2008	Culture of Excellence	Jazz Mobilink	Training Certificate
10	2007	Employee of the Month	Jazz Mobilink	Certificate of Appreciation
11	2006	The 8th Habit Effectiveness to Greatness	Franklin Covey Marriott Isd	Training Certificate
12	2005	Program on Marketing Strategy	LUMS	Training Certificate
13	2004	Annual Sales Conference	PC- Peshawar Hashoo Group	Certificate of Appreciation
14	2003	Leadership & Personal Styles	British Council	Training Certificate
15	2002	Impression Management	PC-Lahore	Training Certificate
16	2002	MS Office	Proceed Institute	Training Certificate
17	2001	Leading the Way - Leadership Development Course	Hashoo Hotels Training School	Training Certificate
18	2000	Management Skills	PC-Lahore	Training Certificate
19	2000	The 7th Habits of Highly Effective People	Franklin Covey Marriott Isd	Training Certificate
20	1999	Soft Water Management in Hotel Industry	Bin Qutab Water Treatment	Training Certificate
21	1998	Modern Trend to Managerial Skills	Directorate of Workers' Education	Training Certificate
22	1997	Organizing Open Golf Championship	PC-Bhurban	Certificate of Appreciation
23	1996	Public Relations Course for Managers	Pakistan Institute of Management	Training Certificate
24	1996	Cost Management Seminar Level III	Hashoo Hotels Training School	Training Certificate
25	1996	Organizing National Squash Championship	PC-Bhurban	Certificate of Appreciation
26	1996	Organizing Open Golf Championship	PC-Bhurban	Certificate of Appreciation
26	1996	Performance Certificate	PC-Bhurban	Certificate of Appreciation
27	1995	Art of Supervision	Hashoo Hotels Training School	Training Certificate
28	1995	National Dental Conference	Pakistan Dental Association	Certificate of Appreciation