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I am a result-oriented professional having strong analytical skills and a problem-solving approach with twenty years of experience in business administration and management. Aggressive approach towards organization growth by supporting associates and departments through effective workflows and systems.

## **Experience**

### **Business Development Manager      Raffisons (Pvt) Ltd      Aug 2018 to July 2022**

Raffisons is the importer and distributor of printing and graphic art solutions for off-set and flexo printing. As a Business Development Manager, I was responsible for assisting salespeople with product orders, ensuring that sales orders are expedited across departments, and customer feedback is communicated through the relevant channels. Here is a brief insight into my responsibilities at Raffisons (Pvt) Ltd:

- Receive and process sale orders via phone and email and check the accuracy of orders.
- Managing stakeholders' expectations and outcomes.
- Compiling business reports on a monthly basis.
- Managing day-to-day business operations and issues.
- Business forecasting based on historical data.
- Understanding customers' needs and proactive planning to meet expectations.
- Liaise with the finance, warehousing, and logistics departments as and when required.
- Overseeing inventory levels at regular intervals.
- Thinking strategically - seeing the bigger picture and setting aims and objectives in order to develop and improve the business.

### **Operations Coordinator      CAMPUS (Fashion Wholesale/ Retail)      2012 to Aug 2018**

As a Sales Operations Coordinator, I was responsible for supporting sales, ensuring order satisfaction, coordinating with other departments, motivating staff, and handling administrative duties.

- Effective account management through timely communication with customers and other stakeholders.
- Regular market visits to build and maintain relationships with the point of sales teams.
- Maintain and improve in-store presence and visibility.
- Develop a projected sales plan at the beginning of every season for each point of sale and the showroom.
- Prepare summaries and reports with sufficient data to evaluate sales trends.
- Identifying new opportunities for business growth.
- Managing social media accounts and online marketing.

**Insurance Coordinator**                      **FR Autos Care Center**                      **2006 to 2012**

- To receive documents, process the case and get the approval of insurance claims.
- Reconcile all claims with insurance companies and monitor the recoveries.
- Manage and control the claim ratios.
- Preparing monthly claim reports.

**Consumer Banking Officer**                      **Faysal Bank Ltd**                      **2004 to 2006**

- To receive, process and get the approval of auto loan applications.
- Supporting loan officers and sales team.
- Statistical analysis of sales data using SPSS software tool.
- Monitoring timely recoveries and managing multiple monthly reports.
- Structured deals and negotiating with institutions to get deals financed and funded.

**Asst. Restaurant Manager**                      **KFC (Gray Mackenzie Restaurants)**                      **2002 to 2004**

- Process all the documentation related to sales, vendors and staff.
- Organize stock and equipment, order supplies and oversee building maintenance, cleanliness security, and all administrative tasks.
- To ensure standards of hygiene are maintained and that the restaurant complies with health and safety regulations
- To ensure high-quality food products, customer services, handle customer complaints and queries.
- I was part of the team who won 12 consecutive 100s in CHAMPS.

## **Skills**

- ACONEX - Oracle's Electronic Document Management System
- SPSS - Statistical Data Analysis
- CANVA - Graphics Software Tool
- Microsoft Office

## **Education**

- MBA (Marketing & Sales)      University of Management & Technology, Lahore.
- B.COM                              University of Punjab, Lahore.

## **Certification**

- Digital Marketing