

Sehrish Mahmood

Address: H. No A.113 Shanti Nagar Sindhi Para Gulshan-e-Iqbal Block-19 Karachi.

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PROFILE



As a committed Agri-Business professional with 8 years of experience in fresh produce Horticulture industry in developing and maintaining marketing strategies with the unique ability to understand the ongoing global market scenario of fresh products relating to market trends. In depth knowledge of all areas associated with Horticulture crops handling , Supply chain management ,Logistics , Warehouse management , Inventory management , Procurement , Customer service , Transportation , strong sales/marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way.

I also have efficiently handled staff under my supervision to maximize productivity and other benefits derived from investing time. My core expertise include:

- Research and Development
- Food Safety Management
- Cool Chain Management
- Develop and Implementing Standard Operating Procedures
- Sanitary and Phytosanitary regulations
- Project Management
- Export documentation
- Visa documentation
- Event management
- Marketing skills

EXPERIENCE



ROSHAN ENTERPRISES

MARKETING MANAGER

KARACHI, PAKISTAN

DEC 2018 – PRESENT

SAME AS BELOW RESPONSIBLES

HABIB BANK LIMITED

RELATIONSHIP MANAGER

KARACHI, PAKISTAN

DEC 2017 – MAY 2018

Major accomplishments

- Deposit Mobilization
- Business Development
- Marketing and cross selling of Retail Consumer products & services.
- Providing quality customer service
- Networking with existing and potential clients

ROSHAN ENTERPRISES

MARKETING MANAGER

KARACHI, PAKISTAN

April, 2013– Dec, 2017

Major accomplishments:

- To oversee national and international sales.
- Negotiation with Govt. bodies / Associations , NGO's , USAID for trade related issues and future projects.
- Interact with the International customers to provide the information about the Delivery and product to be delivered.
- Managed overall supply chain of perishable product from factory warehouse till the customer end .
- Inventory management of perishable products and raw materials .
- Procurement of Raw material regarding packaging of perishable items .
- Act as a liaison in between in corporate and field operations like Advertisements, development, or manufacturing.
- Prepare all import & export documentation.
- Interaction with all stakeholders related to Horticulture industry regarding fruits & vegetables processing, packaging and export.
- Negotiations on booking with all shipping agents.

- Prepare DTRE related documents.
- To develop a business plan and sales strategy for the market that ensures Attainment of company sales goals and profitability.
- Analyze all market intelligence reports and identify all new business opportunities to expand business and maintain an efficient portfolio for same.
- Review operational records and reports to project sales and determine profitability.
- Created an official company page on Facebook and website to facilitate interaction with customers.
- Managed all social media programs, including Internet forums, blogs, social networking applications and message boards.

ROSHAN ENTERPRISES
BUSINESS COORDINATOR

KARACHI, PAKISTAN
Feb, 2011 – March, 2013

Major accomplishments:

- Responsibilities as an export import manager include coordination with the already existing accounts and new customers.
- To maintain and update customer databases.
- Coordinated pre-show and post-show activities at trade shows.
- Prepare all shipment documents and coordinated with customers.
- Make shipment deliveries possible as per customer order.
- Feedback on all shipments.
- Attend quality related product complaints and their investigation
- Overseeing the critical controls points
- Arrangement of management review meetings
- Visa documentation

SEAHAWK SHIPPING LINE PAKISTAN
INTERNEE

KARACHI, PAKISTAN
June 2010– Aug, 2010

Major accomplishments:

- Export/ import fcl / lcl documentation department.
- Customer service
- Nomination department.
- Accounts, Operations, Marketing departments.
- Delivery order department.

SKILLS

- Banking Expertise
- Export Documentation
- Presentation and Training
- Decision Making
- Competitor analysis
- Product selling
- Statistical analysis
- Excellent MS-Office
- Supply chain management
- ERP Dynamics working

EDUCATION

UNIVERSITY OF KARACHI
M.PHIL (AGRIBUSINESS MANAGEMENT)
B.S IN AGRIBUSINESS MANAGEMENT

KARACHI, PAKISTAN
May 2018
Jan 2007- Dec 2010



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TRAININGS & WORKSHOPS

- Attende YES conference - Youth Parliament
- Attended course on Sales Excellence – consultative and ethical selling process on Feb 01-02 , 18 at HBL Karachi .
- Attended course on Communication skills on Jan 31, 18 at HBL Karachi .
- Attended course on Gender Diversity on Jan 30, 18 at HBL Karachi.
- Attended course on Anti money laundering on Jan 02, 18 at HBL Karachi.
- Attended course on Aspire Foundation – Associate Retail RM certification onboarding level 1 from Dec 26, 17 – Jan 22 , 18 at HBL L&D Karachi .
- Asian Food and Agribusiness Conference: Innovations for Enhancing the Productivity and Sustainability of Enterprises in Agribusiness and the Food Industry (2-5 August 2016 Sri Lanka)
- Training course on e-Marketing of Agricultural and Food Products (11-15th May,2015 Taipei)
- Sanitary and Phyto sanitary issues of mango by USAID and EPFIRMS.
- Product Quality improvement & food safety- fresh fruits and vegetables by TDAP and CBI (center for the promotion of imports from developing countries)
- Awareness session on Sanitary and Phyto sanitary measures by RINA Pakistan
- HALAL foods by REGISTRO ITALIANO NAVALE RINA Pakistan.
- Bonsai technique by BONSAI SOCIETY DHA.
- Entrepreneurship by SHELL TAMEER AND SMEDA.
- Agriculture and agribusiness PROGRESS AND PROSPECTUS
- World water day by PAKISTAN WATER PARTNERSHIP USAID.

RESEARCH WORK

- Impacts of ripening on various varieties of mangoes through ethylene.
- Effect of ripening on dried product at various stages of mango.
- Cool chain management and its impacts on perishables .

ACHIEVEMENTS

- **HONOURY SECRETARY IN ROTARY CLUB OF KARACHI AVENUE 19-20**
- **FEDERAL CABENET MEMBER IN YOUTH PARLIAMENT**
- Team member of APO, participated in campaign for e-commerce marketing.
- Completed export targets in 2014.
- Successfully organized events in Expo Center and International Exhibitions.
- Successful completed training courses of HBL with position.
- Got bonuses on completion of higher sales targets .
- Events organized in many Local & international Horticulture fruit exhibitions.

LANGUAGES

URDU: Fluent (speaking, reading, writing)
ENGLISH: Fluent (speaking, reading, writing)
SINDHI : Fluent (speaking, reading, writing)

PERSONAL INFORMATION

- Date of birth : 24 August 1987
- Marital status : Single
- Religion : Islam