



Samina Parveen

Sales & Customer Service Coordinator

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Dubai, United Arab Emirates

SUMMARY

Results-driven Customer Service and Sales Coordinator with proven experience in inbound/outbound calls, lead generation, and sales support. Skilled in CRM management, order processing, client relationship building, and post-sale follow-ups. Strong communication, problem-solving, and multitasking abilities, ensuring high customer satisfaction and seamless coordination between sales and operations teams.

EXPERIENCE

Executive Assistant – Sales & Customer Support

02/2024 - Present

Engro, Karachi Pakistan

- Handled high volumes of inbound and outbound calls, providing exceptional customer service and addressing inquiries promptly.
- Generated sales leads, promoted products/services, and achieved individual and team sales targets.
- Coordinated sales activities, including follow-ups, order processing, and lead tracking to ensure smooth operations.
- Maintained accurate records of customer interactions, sales, and performance metrics in CRM systems.
- Developed and maintained positive relationships with customers, clients, and internal teams to enhance retention and satisfaction.
- Assisted with preparing sales reports, performance dashboards, and call metrics for management review.
- Collaborated with marketing and operations teams to support campaigns, promotions, and product launches.
- Handled customer complaints and escalations professionally, ensuring timely resolution and follow-up.
- Monitored call quality, adherence to scripts, and compliance with company policies and procedures.
- Supported training of new team members, sharing best practices for sales techniques and customer engagement.
- Identified opportunities for upselling and cross-selling based on customer needs and company offerings.
- Ensured consistent communication between sales, operations, and management teams to streamline workflow and reporting.

Sales Support Executive

01/2023 - 01/2024

Pak Arab Refinery Ltd.

Sales Support Executive

01/2019 - 01/2023

Gumcorp Pvt Ltd. Karachi Pakistan

Client Relations Executive

01/2017 - 12/2018

Emirates Neon Group LLC, Sharjah UAE

Sales Coordinator

10/2014 - 12/2016

Tebyan Real Estate Development L.L.C., Dubai UAE

Customer Service Representative

01/2011 - 10/2014

Pakistan International Airlines – Karachi, Pakistan

Customer Service Representative

10/2008 - 12/2010

TRG Customer Solutions

EDUCATION

Business Administration

University of Karachi - Graduation

01/2002 - 12/2005

CERTIFICATES

Problem Solving and Decision Making

Skill Soft

04/2025 - Present

Time Management

Skill Soft

01/2024 - Present

Ticketing Certificate

Pakistan International Airlines

01/2011 - Present

SKILLS

Client Retention & Satisfaction

Expert

Negotiation & Vendor / Supplier Liaison

Expert

Call Center Tools

Expert

Upselling & Cross-Selling

Expert

MS Office (Word, Excel, PowerPoint, Outlook)

Advanced

Order Processing & Sales Support

Expert

Campaign & Promotion Support

Expert

Lead Generation

Expert

LANGUAGES

Hindi / Urdu

Native

English

Fluent