

Muhammad Ashfaque

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 Al Manara, Jumeirah, Dubai, UAE



*Diligent, trust-worthy and committed professional with experience across various sectors particularly **Government/Social organisations** with remarkable communication, office management abilities, people skills and understanding of Middle East business practices including cultural sensitivities.*

⋮ **Project Managment**

⋮ **Teamwork and Leadership**

⋮ **Documentary Filmmaking**

⋮ **Overall Administraion**

⋮ **Document & Graphic Design**

⋮ **Office Management**

UAE Experience| Feb '2017 to May '2018

Volunteer - **Community Development Authority, Dubai Government**

- Police Support Dubai tours Cycle Tournament across the UAE 2018.

Volunteer - **Dubai Cares**

- Volunteer Emirates 2018 supported the National Charity School

Volunteer – **Beacon of Hope Dubai**

- Volunteer of a foundation founded by Sheikha Shamma bint Sultan bin Khalfan Al Nahyan

Travel & Tours | Sindh,Pakistan| Sep '2019 to Aug'2023

Manager – **Binsaleh Travel & Tours, Sindh-Pakistan**

My Key responsibilities encompass:

- **Business Leadership:** Diligently manage all aspects of daily business operations, exemplifying a commitment to excellence and customer satisfaction.
- **Customer Relationship Management:** Exhibit proficiency in cultivating enduring client relationships by providing expert travel guidance, addressing concerns, and swiftly resolving issues, thus maintaining a high level of client satisfaction.
- **Sales and Marketing Proficiency:** Demonstrated proficiency in crafting and executing sales and marketing strategies, optimizing agency visibility, and fostering advantageous relationships with travel industry partners.
- **Financial Acumen:** Strategically control finances, curating budgets, and enhancing profitability, including pricing strategies for travel services and packages.
- **Team Leadership:** Skillfully recruit, train, and oversee a professional team, encompassing travel agents and administrative staff, ensuring a well-informed, motivated, and efficient workforce.

- **Crisis Management:** Exhibit strong crisis management capabilities, adept at navigating unexpected situations and providing assistance, rebooking, and contingency planning in emergencies.
- **Performance Evaluation:** Diligently assess agency performance and personnel, effectively identifying opportunities for enhancement and implementing strategic changes to optimize agency performance and reputation.
- **Record Keeping:** Maintain meticulous records of transactions, client information, and financial data to ensure the highest standards of customer service and regulatory compliance.

In this role, my dedication to operational excellence, industry knowledge, and effective leadership have been pivotal in achieving organizational success.

Government Aid Distribution Project | March '2012 to April '2013

Data Entry Operator – **Benazir Income Support Program** (largest aid & social safety net program in Pakistan's History)

- Provided instructions to people for operating and proper usage of cards
- Handled transactions and card misplacement issues
- Data entry through beneficiary's national identity cards
- Record managements, updating and Emailing
- Public Support and notifications to assistant director of the project

KEY SKILLS & CERTIFICATIONS

CERTIFICATIONS

- Microsoft Office
- UAE Volunteer
- Google Project Management

DESIGNING SOFTWARES

- Photoshop
- Coral draw
- Ulead

SOCIAL MEDIA

- Blogging
- Websites
- Social profiles management

Education

Masters | Sociology
2014-2016

| Shah Abdul Latif University Khairpur
Sindh.Pakistan

| Degree

B.Sc|G.Sciences
2012-2014

| Shah Abdul Latif University Khairpur
Sindh.Pakistan

|Degree

Languages

|Sindhi–English – Urdu – Hindi – Basic Arabic

✓ Having UAE Driving License