



ANIS MEHMOOD

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Personal Details:
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Career Objective

To leverage my expertise in customer service and account management to drive success for the organization as a Key Account Manager.

Areas of Expertise

- Banking Operations Management
- Business Development
- Sales & Marketing
- Clients' Needs Assessment
- Customer Satisfaction & Service
- Strategic Planning & Execution
- Cross-functional Collaboration
- Regulatory Compliance
- Reporting & Documentation

Banking Experience

Business Development Officer | Bank Al Ahli + Muslim Commercial Bank – KSA

2015 – 2017

- Served in the Remittance department, receiving and addressing queries while managing queries relating to transactions in Pakistan.
- Coordinated marketing initiatives, including locating the area for the marketing campaign, identifying new customers, acquiring and satisfying customers, and monitoring market trends across the entire KSA.
- Visited different bank locations, resolved queries, and emailed HQ for informed decision-making while visiting companies and accommodations where the Pakistani community existed.
- Improved customer experience by following up on and sorting out enquiries.
- Delivered training to develop junior members of the team.

Sales & Marketing Executive | Bank Al Bilad + United Bank Limited – KSA

2011 – 2014

- Coordinated day-to-day activities within the remittance department and facilitated transactions across multiple bank branches.
- Managed various tasks such as monitoring market, identifying and acquiring new customers, and coordinating marketing initiatives.

Business Development Experience

Key Account Manager | Foberry – Awan Town, Lahore

2021 – 2024

- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition
- Acquire a thorough understanding of key customer needs and requirements
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensure the correct products and services are delivered to customers in a timely manner
- Serve as the link of communication between key customers and internal teams
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Play an integral part in generating new sales that will turn into long-lasting relationships
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics

Senior Key Account Manager | Shiner Detergents – Daroghawala, Lahore

2017 – 2021

- Following up on leads and winning new clients.
- Developing and implementing strategic plans to manage and grow accounts.
- Retaining clients and building strong, trusting relationships.
- Understanding client needs and identifying new business opportunities within your portfolio.
- Providing superior customer service and ensuring client satisfaction.

- Communicating and coordinating with internal teams to deliver solutions.
- Identifying opportunities for improvement and proposing new tools and processes.
- Supporting sales teams to improve their performance and reach targets.
- Developing and maintaining excellent knowledge and understanding of our business, offerings, competitors, and industry.

Career Note

Marketing Executive Compass Cargo Pvt Ltd. – Lahore	2007 – 2010
Marketing Executive Shaheen Cargo Pvt Ltd. – Lahore	2003 – 2007

Education & Qualifications

MBA – Marketing Pak Lawrance Institute (PLI)	2002
B.A University of the Punjab	2000
Technical Proficiencies: MS Office (Excel, Word, MS PowerPoint)	
Language: English Arabic Urdu	