



AFRAH PUTHIYAVEETIL MOHAMED RAFI

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Proactive professional with a good background in sales coordination, operations support and customer service. Adept at supporting operations in a fast-paced environment and improving customer satisfaction through effective communication, organizational and interpersonal skills. Proven ability to manage orders, track KPIs, maintain accurate records, and collaborate with cross-functional teams. Committed to adding value and contributing to administration, coordination, sales/operations, or logistics department of a dynamic organization.

SKILLS AND EXPERTISE

MS Office: Excel, Word, Outlook, PowerPoint, Teams.
Software and Apps: Calogi, LMS, Pulse 2.0, Zendesk, Ziwo, DigiTS SFA, SAGE 300.
Good typing speed

Effective communication
Attention to detail & Accuracy
Time Management
Team coordination
Data Analysis and Performance
Review

Good customer service
Data Entry
Sales and Operations Support
Order Management
KPI Tracking
Planning and Organizing

PROFESSIONAL EXPERIENCE

Sales Coordinator | Benchmark Foods Trading LLC- Dubai

Apr 2025-Present

- Coordinated sales and distribution operations to support business workflow and efficiency.
- Maintained and tracked key performance indicators (KPI's) to ensure business objectives are met.
- Prepared, analyzed, and presented reports using Microsoft excel and other data tools.
- Collaborated with different teams to ensure effective communication and operational efficiency.
- Conducted data analysis and performance reviews to support decision-making and target attainment.
- Attended sales meetings and documented minutes to follow up on action items.
- Supported management with ad-hoc tasks and reporting as required.
- Ensured data accuracy and maintained attention to detail in all reporting and administrative tasks.

Operations Coordinator | CAFU- Dubai

Mar 2024 – Mar 2025

- Played a key role in driving customer retention and satisfaction by supporting the CAFU dashboard team in order management, assisting the pilot inquiries and providing critical updates to the customer service team.
Managed and monitored B2C and B2B orders to ensure seamless delivery of services.
- Used MS Teams for cross-departmental communication, ensuring smooth collaboration between internal teams, and handled Ziwo calls to support the delivery team with order-related inquiries or issues.
- Maintained accurate records of all customer orders and service updates in Excel, ensuring data accuracy and timely availability of information for the team.
Acted as a trusted point of contact for both customer service and the operations team, ensuring effective communication and resolving any issues related to order fulfillment.

- Prepared customized price quotations for customers and managed booking processes.
- Utilized Calogi software for AWB transfer and withdrawal, adhoc rate management, and sales report generation.
- Managed stock and created accounts using Calogi.
- Updated booking details and provided customers with shipment status updates for each booking using LMS software.
- Coordinated with operations team to prepare load plans for cargo loading on aircraft.
- Handled customer inquiries and concerns with speed and care, ensuring excellent service and communication.
- Maintained accurate records of all transactions and communications.

Guest Service Assistant | ABS Events [Representing Sharaf tours]

Dec 2021 - May 2022

- Welcomed guests upon arrival, assisted them and resolved issues through quality communication.
 - Assisted customers in completing and verifying documents required to board the cruise.
 - Worked collaboratively with event teams to ensure smooth operations and crowd control.
 - Assisted in ensuring guests adhered to safety regulations and policies.
 - Assisted in post-event activities, including feedback collection and reporting.
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EDUCATION

Bachelor of Business Administration

Manipal Academy of Higher Education - Dubai, UAE
2019 - 2022 | CGPA: 9.17

Grade 12

New Indian Model School, Dubai | Kerala Board
2018 - 2019 | 98%

Grade 10

New Indian Model School, Dubai | CBSE
2016 - 2017 | 10 CGPA

LANGUAGES

- English - Proficient
- Hindi - Intermediate
- Arabic - Beginner
- Malayalam - Native

PERSONAL INFO

- DOB: 23-05-2001
 - Nationality: Indian
 - Driving License: Valid, UAE.
 - Visa Status: Self-Sponsored (Golden Visa)
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