

Muhammad Ishfaq

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Professional Summary

An accomplished and versatile Communication Studies and Project Management expert including data analysis and business communication. Able to prove one's worth in creating and implementing communication plans for engagement and success of projects among stakeholders. Possesses theoretical knowledge of interpersonal and mass communication as well as practical experience in managing various projects from the beginning to the end. Able to oversee multiple projects, manage different teams, communicate fluently, and deliver expectations on schedule and within the financial resources allocated to the project. Has exemplary problem-solving skills, results-oriented, and quick-witted skills.

Education

Degree: Master in Communication Studies

University: University of Sargodha

Duration: 2008 to 2010

Degree: Bachelor of Arts

University: University of Sargodha

Duration: September 2005 to 2008

Degree: Intermediate of Arts (F.A.)

Board: Board of Intermediate and Secondary Education (BISE), Sargodha

Duration: 2003 to 2005

Specialization:

- Project Management
- Data analysis
- Business Communication
- Inventory Management
- Report Writing
- Monitoring and Evaluation

Experiences

Position: CSS Site Operator (Chip Training & Consulting)

Employer: Chip Training & Consulting (Project by Shell Pakistan)

Location: Islamabad, Pakistan

Duration: September 2022 – Present

Working as a operator to operate "SPL Park View SS" (**Company Operated Site**) site of Shell Pakistan Limited. During this assignment, my responsibilities included:

- Observed the proper implementation of Shell's safety procedures and policies on the site.
- Worked to carry out hazards and risks assessment by performing regular site audits and investigations.
- Effectively achieved sales target for specific products including Super, HSD, V-Power and Lubricants.
- Promotional activities were developed to increase sales of particular products for general corporate policy objectives.
- Controlled site administrative functions by supervising cash handling, cash budgeting and cash forecasting over the site.
- Directed stock control procedures ensuring that stocks held were at optimum levels to minimize stock losses.
- Conducted site staff training sessions in accordance with Shell's Standard Operating Procedures to eliminate service inconsistency.
- Improved performance and level of the team through developing skills, and reminding teams about compliance and customer service.
- Set targets for sales to be realized in NFR.
- Encouraged more products for sales with the customers in order to increase total revenue stream.
- Presented facilities and project details to the management while providing strategy level input and sanctioning.
- Every responsibility represents a contribution towards Shell's operational principles, and enhances safety as well as profits.

Position: Project Manager

Location: Islamabad, Pakistan

Duration: September 2023 - Present

As the Project Manager for the Bike Straddling Project, I oversee the implementation of Shell Pakistan Limited's Bike Straddling policy across 300 sites nationwide. My responsibilities include:

- Managing a team of 300 safety wardens, ensuring they adhere to safety protocols and reporting requirements.
- Ensuring HSSE (Health, Safety, Security, and Environment) compliance at all sites, mitigating risks and promoting a safe working environment.

- Conducting training sessions for site staff to cultivate safe operational behaviors, contributing to overall business growth.
- Reporting to the national compliance manager at Shell Pakistan on a regular basis, providing detailed insights through database analysis and compliance reports.
- Implementing tools such as the "Voice of Customers" to maintain and enhance the customer experience at sites, addressing any concerns promptly and effectively.

Position: Project Manager

Location: Islamabad, Pakistan

Duration: December 2021 – August-2023

During my tenure as Project Manager for Wet Stock Management from December 2021 to July 2023, my responsibilities included:

- Ensuring the daily submission of Wet Stock data from 500 company-operated sites across Pakistan.
- Maintaining data quality with a manipulation rate of less than 1%.
- Monitoring ongoing investigations into product loss and gain at retail sites.
- Executing PLIP-A, PLIP-B, and PLIP-C protocols in response to unusual variances at sites.
- Analyzing data and preparing reports for the Operation Manager on a daily, weekly, monthly, and quarterly basis.
- Developing a tracker to monitor daily, weekly, and monthly submissions, as well as open and closed investigations to analyze progress.
- Implementing the rollout plan by conducting training sessions at sites alongside product loss investigations.
- Analyzing sales, delivery, and stock data on a daily basis.
- Motivating site staff, analysts, and team members to increase business, including product sales, non-fuel retail sales, and ensuring smooth operations.

Position: Project Manager

Location: Islamabad, Pakistan

Duration: August 2021 to November 2021

During my role as HSSE (Health, Safety, Security & Environment) Manager Non-Metro Areas' from August 2021 to November 2021, my responsibilities included:

- Executing the Rollout Plan through the team and conducting training and independent safety audits, along with customer experience audits.
- Supporting top management in the development and implementation of HSE policies and guidelines.
- Monitoring the effective implementation of appropriate safety and environmental system procedures and ensuring they are updated in line with changes in legislation and company directives.
- Providing motivation and familiarization of all company personnel regarding the importance of complying with company system procedures and safety equipment.

- Offering safety support and advice, including supervision of the preparation of plans and procedures activities.
- Conducting national database analysis to identify opportunities for further improvement in bottom-line retail sites strategy.

Position: Master Trainer and HSSE Auditor

Location: Faisalabad Region, Pakistan

Duration: October 2016 to August 2021

During my tenure as HSSE (Health, Safety, and Security & Environment) Master Trainer from October 23, 2016, to July 31, 2021, I was tasked with the following responsibilities:

- Conducting training sessions to enhance the communication skills of site staff for better interaction with customers and to increase product knowledge.
- Providing training to site staff and retailers on different product campaigns and enhancing product knowledge through various activities.
- Identifying potential hazards and developing safety action plans to correct any non-compliance issues, working closely with operations and management for implementation.
- Delivering and coordinating HSSE training for site management, retail, and non-retail staff.
- Assisting in the development of short and long-term plans for the safety program, monitoring progress, ensuring adherence, and evaluating performance through online applications such as I-Auditor, reporting directly to the National HSSE manager.
- Assisting site management with standard documentation, record-keeping, and effective complaint processes regarding maintenance.
- Monitoring the quality of services provided by Shell to its retail sites and customers, as well as by Shell site Service Champions.
- Enforcing Shell SOPs regarding site operations at Shell retail sites to achieve Goal Zero, ensure customer service, decantation process adherence, and contractor safety.
- Training site COC drivers on Shell and driving basic standards, including the decantation process and the use of PPEs (Personal Protection Equipment) to avoid hazards.
- Conducting HSSE meetings and Emergency Response Drills at Shell Retail Sites.

Position: Field Monitor

Employer: Apex Consulting Pakistan

Location: Gujrat Region, Pakistan

Duration: June 2015 to June 2016

As a Field Monitor from June 1, 2015, to June 30, 2016, I had the following responsibilities:

- Developed comprehensive plans to monitor WASH activities organized by the Public Health and Engineering Department (PHED) in districts Gujrat, Sialkot, and Narowal. These plans ensured efficient and effective implementation of WASH initiatives.
- Oversaw various WASH interventions such as health surveys, hygiene promotion campaigns, Community-Led Total Sanitation (CLTS), School-Led Total Sanitation (SLTS), hygiene sessions, and

solid waste management. This involved closely monitoring activities to ensure they aligned with project objectives.

- Proactively identified and monitored potential risks, constraints, and issues that could impact the success of WASH initiatives. I communicated these findings to relevant stakeholders on a regular basis, providing insights to mitigate risks and overcome challenges.
- Verified the progress and impact of WASH activities on the lives of communities. This included assessing the effectiveness of interventions in improving sanitation, hygiene practices, and overall community health. I also verified claims made by PHED regarding WASH progress and Open Defecation Free (ODF) status.
- Documented and reported success stories observed during field visits. These success stories highlighted the positive outcomes of WASH interventions, showcasing the tangible benefits to communities and reinforcing the importance of continued support for such initiatives.

Position: Customer Relation officer

Employer: Telenor Pakistan

Location: Sargodha, Pakistan

Duration: January to May 2015

As a Customers Relation Officer at Telenor Pakistan BVS Project from January 15 to May 31, 2015, my responsibilities included:

- I was responsible for ensuring high customer satisfaction by delivering quality services and ensuring First Call Resolution (FCR) for customer queries and issues.
- Consistently met targets and Key Performance Indicators (KPIs) set by the department on a daily, weekly, and monthly basis. This involved effectively managing workload and prioritizing tasks to meet performance goals.
- Ensured timely resolution of customer queries and issues to enhance overall customer satisfaction. This involved actively listening to customer concerns, providing accurate information, and resolving issues promptly.
- Actively contributed to achieving team objectives through collaboration and teamwork. This included sharing knowledge and best practices with team members to improve overall performance.
- Played a role in achieving the company's status as No. 1 in Net Promoter Score (NPS) by delivering outstanding customer service. This involved going above and beyond to meet customer needs and exceed their expectations.
- Gathered customer concerns and suggestions to ensure that their voices were heard and addressed appropriately. I forwarded customer feedback to the relevant departments for action and followed up to ensure resolution.

Position: Monitoring & Evaluation officer

Employer: Taangh Wasaib Organization

Location: Sargodha, Pakistan

Duration: April 2012 to January 2015

As a Monitoring & Evaluation Officer at Taangh Wasaib Organization from April 2012 to January 2015, my responsibilities included:

- Led the project team in the development and implementation of a Monitoring & Evaluation (M&E) system. This involved designing and implementing systems to monitor program activities and outcomes effectively.
- Ensured the quality and relevance of the project's monitoring and evaluation design. This included designing data collection tools, developing indicators, and establishing monitoring protocols.
- Utilized a Collaborative, Learning, and Adapting Approach to continually assess project progress and inform project management decision-making. This involved regularly reviewing monitoring data, identifying trends, and making recommendations for program adjustments.
- Provided support to the performance evaluation process in collaboration with donors and independent evaluation teams. This included coordinating data collection efforts, analyzing findings, and preparing evaluation reports.
- Provided inputs, information, and statistics for quarterly, annual, and other reports to project management and donors. This involved compiling and analyzing monitoring data to track project progress and outcomes.
- Monitored all project activities and progress towards achieving project outputs. This included conducting site visits, reviewing project documents, and ensuring adherence to project timelines and objectives.
- Provided feedback to the Project Manager on project strategies, activities, and impact. This involved communicating findings from monitoring and evaluation activities and making recommendations for improvement.
- Organized and conducted training sessions on Monitoring & Evaluation (M&E) and Management Information Systems (MIS) for project stakeholders. This involved building capacity among project staff and partners to effectively collect, manage, and utilize monitoring data.

Position: Sub Editor

Employer: Daily Ajj Kal

Location: Lahore, Pakistan

Duration: April 2011 to April 2012

As a Sub-Editor at Daily Ajj-kal Lahore, I performed the responsibilities included:

- Editing and composing news articles for various sections including International, Commerce, Showbiz, and Nai Duniya pages for Daily Ajjkal. This involved ensuring accuracy, clarity, and adherence to editorial standards.
- Making and editing news according to the policies of the newspaper and national interest. This included following guidelines on content selection, tone, and style.
- Selecting and categorizing news items based on their importance and relevance to readers. This involved determining which stories should be featured prominently and organizing them within the newspaper layout.
- Creating space on the news page and arranging news articles in a visually appealing manner. This included selecting appropriate headlines, subheadings, and images to enhance readability and engagement.

- Choosing relevant and high-quality images to accompany news articles. This involved selecting pictures that complemented the content and captured the essence of the story.
- Reviewing news content for errors in grammar, spelling, punctuation, and syntax. This step was essential to ensure the accuracy and professionalism of the final print.

Personal Skills:

- Proficient in Data Management, Analysis, and Reporting
 - Hardworking and Self-Motivated
 - Goal and Task Oriented
 - Willing to Accept Challenges and Capable of Working Under Pressure
 - Flexible with the Ability to Adapt
 - Strong Leadership Skills
 - Excellent Communication Skills,
 - Risk Analysis Communication
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Interest:

- Proficiency in MS Office, In-Page, Adobe Photoshop, Microsoft Excel, Word, and Outlook Express
 - Working Knowledge of Internet Applications
 - Editing Skills in U-lead Video Studio
 - Passionate about Traveling
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Personal Information:

- Father's Name: Bashir Ahmad
 - Date of Birth: 06-02-1987
 - CNIC: 38201-8311935-5
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References:

Will be furnished on request