



ABOUT ME

As a seasoned management professional, I bring a wealth of experience that spans across multiple functions and geographical landscapes. My expertise lies in the dynamic field of logistics, where I excel in operations and vendor management. I am proficient in handling teams and managing overseas agents, showcasing my ability to navigate the complexities of logistics outsourcing. My skills extend to pricing management and negotiation, ensuring optimal outcomes in every transaction. I am adept at organizing shipments and managing shipping lines, with a keen eye for tracking stock to meet international logistics deliverables. My track record speaks to my success, both as a self-reliant individual and as an inspiring leader. With a strategic approach and a results-driven mindset, I am equipped to deliver excellence and drive growth in any organization.

SKILLS

- TRANSPORTATION MANAGEMENT
- ORGANIZING SHIPMENTS
- PRICING NEGOTIATION
- LOGISTIC OPERATIONS
- MANAGEMENT
- MARKETING

LANGUAGES

- ENGLISH
- HINDI
- PUNJABI
- COMPLEMENTARY FRENCH

PERSONAL DETAILS

- Date of birth  
03 Aug 1992
- Nationality  
Indian
- Marital status  
Married

LAKSHAY JUNEJA

SENIOR MARKETING MANAGER

- New Delhi, Delhi, 110092, India
- 9999566616
- lakshayjuneja@yahoo.in
- http://linkedin.com/in/lakshay-juneja-9658a66a

WORK EXPERIENCE

OAK SHIPPING PVT. LTD. (DELHI & DUBAI)  
Delhi & Dubai  
Mar 2018 - Present

Senior Marketing Manager

- Spearheaded integrated marketing strategies, enhancing brand visibility and driving sales growth in logistics sector.
- Expertly managed cross-functional teams to streamline shipment operations and elevate customer satisfaction.
- Pioneered innovative pricing models to optimize profitability and competitive positioning.
- Orchestrated seamless international logistics, ensuring timely delivery and operational excellence.
- Implemented robust stock tracking systems to maintain inventory accuracy and support demand forecasting.
- Negotiated with shipping lines to secure favorable terms and improve profit margins.
- Dealing with shipping line for contracts.

TRANSWORLD GROUP OF COMPANIES (DUBAI)  
Dubai  
Oct 2016 - Mar 2018

Business Development Manager

- Fostered and expanded client relationships through strategic account management and personalized service.
- Monitored and tracked shipments to ensure timely delivery and customer satisfaction.
- Coordinated with shippers and consignees to address inquiries and resolve issues efficiently.
- Managed pricing and container logistics to optimize cost-effectiveness and meet client needs.
- Executed meticulous shipment planning to streamline operations and enhance service quality.
- Drove business growth through proactive cold calling and lead generation activities.
- Collected market intelligence and customer feedback to inform sales strategies and product offerings.
- Maintained accurate sales and order records, leveraging data to improve business performance.
- Prepared post-export documentation promptly, ensuring compliance and facilitating smooth transactions.
- Negotiated with shipping lines to secure favorable terms and improve profit margins.
- Dealing with shipping line for contracts.

STANDARD CHARTERED BANK  
Delhi NCR  
Jun 2016 - Oct 2016

Business Development Manager

- Spearheaded the identification and cultivation of prospects, leading to the acquisition of New to Bank relationships.
- Expertly analyzed and leveraged databases to target potential segments for client acquisition.
- Drove a robust client referral program, enhancing relationship management and business growth.
- Executed cross-selling strategies to maximize revenue opportunities with existing clients.
- Oversaw the strategic mapping of newly sourced clients to ensure optimal service delivery.
- Ensured compliance with group standards by meticulously verifying KYC documents for all customers.
- Maintained high-quality, standardized MIS to support effective decision-making and reporting.

INTERNSHIPS

PAYTM (ONE97 COMMUNICATION)  
Jun 2014 - Jul 2014

- Market Mapping, New business acquisition over PAYTM, Cold calling

TRANSWORLD GLS, INDIA  
Jun 2013 - Jul 2013

- Actively overlooked the Accounts & Finance Department, generating bills for both Export and Import, Managing general admin work and documentation, Interfacing with customers through emails and addressing customers' issues and queries

EDUCATION

AMITY UNIVERSITY, NOIDA  
Noida  
2016

MBA & PGDM

- International Business & Marketing, Earned PPO with SMC International

NOIDA INTERNATIONAL UNIVERSITY  
Noida  
2014

B.Com - Hons.

SR. SECONDARY SCHOOL, DELHI  
Delhi

12 CBSE-Commerce