

SYED MOHAMMAD MUSHARRAF

Finance & Sales Professional | Customer Operations | Compliance | Team Leadership

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PROFESSIONAL SUMMARY

Sales and Operations professional with international experience across Germany, UAE, and India specializing in leadership, customer operations, team management, and revenue-focused business environments. Experienced in sales operations, workforce coordination, customer relationship management, process optimization, and operational systems. Proven ability to lead teams, improve workflows, drive customer satisfaction, and deliver strong business performance within multicultural environments.

WORK EXPERIENCE

Enticon Retail (Berlin City Tour) | Berlin, Germany | April 2026 – Present

Team Leader – Customer Operations & Sales

- Leading and supervising daily sales operations while managing team performance, revenue goals, and conversion targets.
- Driving sales growth initiatives and improving customer experience through operational excellence.
- Coordinating between sales, operations, and management teams to ensure smooth workflows and service delivery.
- Monitoring operational performance, resolving workflow issues, and implementing process improvements.
- Training, mentoring, and motivating team members to maintain a high-performing work environment.
- Managing workforce coordination, employee scheduling, shift planning, and operational reporting activities.
- Utilizing workforce management systems including VYBLE and Resolute to support scheduling, workflow coordination, and daily operational processes.
- Continuously optimizing sales strategies and operational efficiency to improve business performance.

Enticon Retail (Berlin City Tour) | Berlin, Germany | March 2024 – March 2026

Sales Executive

- Delivered customer-focused sales support and consistently achieved revenue and performance targets.

- Managed customer interactions, ticketing, booking workflows, and service delivery activities.
- Handled cash operations, transaction processing, and reconciliation responsibilities.
- Supported cross-selling initiatives and customer engagement strategies.
- Maintained operational standards while contributing to business growth and customer satisfaction.

Berlin Ice Bar | Berlin, Germany | January 2025 – Present

Content Creator & Digital Engagement Strategist (Project-Based)

- Developed and executed digital content strategies across Instagram, TikTok, and Meta platforms to increase brand visibility and audience engagement.
- Planned, scripted, produced, and edited conversion-focused content aligned with customer engagement goals.
- Analyzed audience insights and content performance metrics to improve reach and retention.
- Collaborated with operational teams to create real-time content supporting brand awareness and customer acquisition.

Al Ahalia Money Exchange Bureau | Dubai, United Arab Emirates | November 2022 – October 2023

Customer Relations Executive, Financial Operations

- Managed high-volume foreign exchange and international remittance transactions within regulated financial environments.
- Performed AML, KYC, and Customer Due Diligence (CDD) procedures to support compliance and risk control standards.
- Executed transaction verification processes while ensuring regulatory compliance.
- Prepared audit reports, transaction summaries, and operational documentation.
- Coordinated with banking partners and stakeholders to ensure efficient transaction processing.
- Delivered high-quality customer service and resolved escalations effectively.

Think and Learn Pvt. Ltd. (BYJU'S) | Kolkata, India | November 2021 – December 2021

Business Development Trainee

- Supported business development initiatives through lead engagement and inbound lead qualification.
- Assisted with CRM management and follow-up activities to improve lead tracking.
- Conducted customer requirement analysis and solution-oriented recommendations.
- Developed foundational experience in consultative selling, customer acquisition, and sales pipeline management.

EDUCATION

International University of Applied Sciences (IU), Berlin • 2024–2025
Master of Arts (M.A.), International Management

International School of Management, Patna • 2018–2021
Bachelor of Business Administration (BBA)

SKILLS

Sales and Operations:

Sales Leadership | Revenue Growth | Customer Operations | CRM | Operations Management | Process Improvement

Technologies and Tools:

VYBLE | Resolute | Workforce Management | POS Systems | Ticketing & Booking Platforms | Microsoft Excel | AI Productivity Tools

Management:

Employee Scheduling | KPI Tracking | Operational Reporting | Leadership | Team Coordination | Conflict Resolution | Analytical Thinking

CERTIFICATIONS

SEO Fundamentals

Issued by: HubSpot Academy

Social Media Marketing

Issued by: HubSpot Academy

Automotive Sales Process

Issued by: Udemy

Business Process Management

Issued by: Udemy

AI Masterclass Live Workshop

LANGUAGES

- English – Fluent
- German – B1