

MUHAMMAD AHMED FAIZAN QURESHI

Textile Merchandising | Sourcing | Export Marketing Professional

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Location: Karachi, Pakistan

EXECUTIVE PROFILE

Dynamic and results-oriented Textile Merchandising and Export Professional with 5+ years of experience across denim and home textiles. Proven expertise in managing global retail accounts, including European and US buyers, with strong capabilities in merchandising execution, fabric sourcing, cost negotiation, production planning, and end-to-end shipment management. Recognized for improving operational efficiency, container optimization, and ensuring timely deliveries in fast-paced export environments.

CORE EXPERTISE

- Global Buyer Management (Europe & USA)
- Textile Merchandising & Product Development
- Fabric & Trim Sourcing
- Costing & Price Negotiation
- Order Execution & TNA Management
- Shipment Planning & Logistics Coordination
- Container Optimization & Cost Efficiency
- Vendor & Supplier Management
- Export Documentation & Compliance
- Cross-functional Team Coordination

PROFESSIONAL EXPERIENCE

Senior Merchandiser Marketing – Feroz1888 Mills Limited

Feb 2025 – Present

- Managing key European retail accounts including LIDL, Distri Center, Tammer, Gilania, and Caleffi
- Driving end-to-end merchandising cycle from order confirmation to shipment delivery
- Optimizing container utilization to reduce logistics cost and improve efficiency
- Ensuring trims and accessories approvals align with buyer specifications

- Coordinating with production, QA, and logistics teams for smooth execution
- Monitoring critical path (TNA) to ensure on-time shipment performance

Merchandiser Marketing – Al Rahim Textiles Limited

Jan 2024 – Jan 2025

- Managed major retail programs including Walmart towel section, Vera Bradley, and Meijer
- Developed product presentations and buyer communication materials
- Coordinated sourcing and procurement with international suppliers
- Monitored inventory levels and ensured timely replenishment
- Analyzed customer feedback for product assortment and pricing decisions

Assistant Merchandiser Marketing – Artistic Denim Mills

July 2020 – Dec 2023

- Supported WARP+WEFT brand in sampling, development, and production execution
- Managed shipment planning, tracking, and freight coordination
- Prepared export documentation including invoices and packing lists
- Maintained sales and stock reports using MS Office tools
- Coordinated CRM and internal order tracking systems

EDUCATION

BSc Textile Science – Textile Institute of Pakistan (2016–2020)

Intermediate – Government National College (2013–2015)

Matriculation – Metropolitan School (2011–2013)

TECHNICAL SKILLS

MS Excel | ERP Systems | Adobe Photoshop | Adobe Illustrator | Shopify | Google Workspace
| CRM Tools

CERTIFICATIONS

- Graphic Designing – Click 5 Institute (2024)
- Internship – Archroma Center of Excellence (2019)
- Internship – Artistic Denim Mills (2020)
- Internship – Rauf Textile Mills (2018)