

BILAL SAEED BAZMI

Account & Marketing Executive

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SUMMARY

I am Bilal Saeed Bazmi, currently serving as an Account Executive at Techwards, where I leverage my expertise in sales and digital marketing to drive impactful business transformations through AI and technology solutions. My career journey spans over 3+ years of hands-on experience in sales management, digital marketing, and account management. I have successfully managed and executed sales strategies that delivered measurable results, establishing strong client relationships and driving revenue growth.

In my previous roles, including as a Digital Marketing & Sales Executive at Centric and Digital Marketing Lead at Matrix Technologies, I developed a strong foundation in sales operations and digital marketing. I have led various marketing campaigns and implemented effective strategies across multiple platforms, helping businesses grow their online presence and generate substantial leads.

With certifications in Google Digital Marketing & E-commerce, and HubSpot Inbound Marketing, I continuously enhance my skill set to stay at the forefront of the evolving digital landscape. I am passionate about blending my technical background with my sales and marketing expertise to provide innovative solutions that drive business success.

Currently pursuing my Bachelor's in Computer Science at Fast University, I aim to combine my technical knowledge with my passion for sales and marketing to create data-driven strategies that deliver tangible results. My strong work ethic, creativity, and dedication to continuous learning set me apart as a professional who is committed to excellence in every endeavor.

EXPERIENCE

Techwards

Account Executive | August 2024 - Current

- I leverage my expertise in sales and digital marketing to drive impactful business transformations through AI and technology solutions.

Centric DXB

Digital Marketing & Sales Executive | January 2024 - August 2024

- At Centric, I started my journey as a Digital Marketing Executive with a mission to craft impactful marketing strategies. My primary focus was on promoting Centric's digital transformation services, including website intranets and HR ERP solutions. I also took on the challenge of developing marketing strategies for software products like Liprospect, a LinkedIn automation tool, and Safaa, an HR intranet product. By leveraging platforms such as Facebook, LinkedIn, and Google Ads, I successfully elevated Centric's digital presence, driving substantial engagement and lead generation.

Matrix Technologies Pvt Ltd

Digital Marketing & Sales Executive | May 2021 - January 2024

- As I advanced in my role, I transitioned into the sales domain, specifically within Pakistan's solar industry. I was tasked with handling 20-50 inbound leads daily, honing my ability to connect with potential clients and understand their needs. This involved not only suggesting tailored solutions but also crafting detailed proposals that aligned with their goals. My work extended beyond the office, as I visited sites, developed relationships, and built trust with clients—ensuring that they received the highest level of service.

Matrix Technologies Pvt Ltd

Marketing Trainee | January 2021 - April 2021

- At Matrix Technologies, my journey began as a Marketing Trainee, where I delved into the world of digital marketing. I quickly gained hands-on experience by creating and managing ads across key platforms such as Facebook, LinkedIn, Instagram, and Google.

EDUCATION

Bachelor of Computer Science - FAST University
Graduating in 2025

CERTIFICATION

- Fundamentals Of Digital Marketing - Google
- Meta Social Media Marketing Specialization - Coursera
- Google Digital Marketing & E-commerce Specialization - Coursera
- HubSpot Inbound Certification