



# Arfa Maqsood

Business Development Manager / Project Manager /  
Acquisition Manager/ Brand Ambassador/ Japanese Market  
Consultant

✉ arfamaqsood.malik@gmail.com

📍 Lahore, Pakistan

in Arfa Maqsood

## BIO

I am an experienced professional in the Japanese market, with a diverse background spanning several key roles. As a Japanese market consultant, I specialize in providing insightful strategies and guidance to navigate the intricacies of this dynamic market. My role as a business development manager involves identifying growth opportunities, cultivating partnerships, and driving expansion initiatives. Additionally, I excel as an acquisition manager, adept at identifying and executing strategic acquisitions that align with overarching business objectives.

With a proven track record in these roles, I bring a comprehensive understanding of the Japanese business landscape to drive success and growth.

## PROFESSIONAL EXPERIENCE

01/2024 – present  
Lahore, Pakistan

**Fiction Developers**  
**Senior Business Development Manager**

06/2023 – 12/2023  
Lahore, Pakistan

**Sketch Art**  
**Business Development Manager / Brand Ambassador**

In my role as a Business Development Manager and Brand Ambassador, I wear two important hats. Firstly, I'm like a growth detective – I search for exciting opportunities that can help our company expand. This involves studying the market, talking to potential partners, and figuring out new ways to make our business even better. Secondly, I'm the friendly face of our brand. Imagine me as the spokesperson – I share our brand's story and values with everyone I meet. This means I attend events, meet clients, and make sure that people understand and love what we stand for. So, whether it's making our business bigger or making our brand better known, I'm on it!

11/2023 – present

**Sketch Art LLC**  
**Project Manager**

Accomplished Project Manager with a track record of transforming concepts into reality. Leveraging my expertise in project planning, resource allocation, and team leadership, I guide projects through every phase, ensuring adherence to timelines, budgets, and quality standards.

I am committed to delivering successful outcomes that align with organizational objectives.

12/2022 – 08/2023  
Lahore, Pakistan

**CoinBitSolutions**  
**Business Development Manager**

As a Business Development Manager, I am the driving force behind growth and expansion. Through strategic analysis and market research, I identify new opportunities, forge key partnerships, and devise innovative strategies to maximize market presence. Leveraging my strong interpersonal skills, I cultivate relationships with clients and stakeholders, ensuring their needs are met and exceeded. I thrive in negotiation, deal structuring, and closing agreements that fuel business growth. With a blend of analytical acumen and relationship-building prowess, I lead the charge in achieving sustainable success and unlocking new horizons for the company.

01/2021 – 12/2022  
Lahore, Pakistan

**Mobaso**  
**Japanese Market Consultant / Acquisition Manager**

I embody a versatile professional with roles encompassing Japanese Market Consultant, Acquisition Manager focusing on games, and Business Development Manager. In the realm of Japanese markets, I offer strategic insights and market guidance. In my role as an Acquisition Manager, I specialize in acquiring games, identifying opportunities that align with our vision, and cultivating valuable partnerships. As a Business Development Manager, I drive growth initiatives, foster collaborations, and propel expansion strategies. With expertise spanning these areas, I contribute to the holistic success and dynamic growth of ventures in the gaming industry within the Japanese market and other countries as well.

07/2022 – 10/2022  
Lahore, Pakistan

**Stradigi**  
**Client Success Lead**

In the capacity of a Client Success Lead, my focus revolves around nurturing strong and lasting relationships. Through proactive engagement and attentive listening, I thoroughly understand client needs and objectives. By collaborating closely with cross-functional teams, I orchestrate seamless solutions that address client challenges and drive satisfaction. Swift issue resolution and effective communication are at the core of my approach, ensuring clients feel valued and supported. Through strategic guidance and a personalized touch, I am committed to optimizing client experiences and fostering mutual growth.

11/2019 – 01/2021  
Lahore, Pakistan

**Style Textile Pvt. Ltd**  
**Japanese Translator and Interpreter**

In the role of a Japanese Translator and Interpreter, I bridge linguistic and cultural gaps to facilitate effective communication. Whether translating written content with precision or providing real-time interpretation, I ensure accurate conveyance of meaning while maintaining cultural nuances. Proficient in both spoken and written Japanese, I enable seamless interactions in various settings, including business meetings, conferences, and documents. With a deep understanding of language subtleties, I contribute to building connections and fostering understanding between individuals and organizations.

08/2019 – 11/2019  
Lahore, Pakistan

**Maison de Lace Couture**  
**Lead Textile and Fashion Designer**

As a lead textile and fashion designer, I orchestrate the entire design journey. Guided by creative vision, I craft original textile patterns and garment concepts that align with brand identity and current trends. Meticulously selecting materials and colors, I oversee prototyping and collaborate closely with cross-functional teams to ensure seamless execution. I consistently deliver captivating designs that resonate with audiences and drive brand excellence.

06/2018 – 08/2018  
Lahore, Pakistan

**Sana Safinaz**  
**Textile Designer**

Internship

## EDUCATION

2015 – 2019 Lahore, Pakistan	<b>Bs Honors in Textile Designing</b> <b>Pakistan Institute of Fashion and Design</b>
2011 – 2013 Pakistan	<b>Fsc Pre Medical</b> <b>Government Degree College</b>
2009 – 2011 Pakistan	<b>Matriculation</b> <b>Islamiya Girls High School</b>
2005 Saitama 埼玉県, Japan 日本	<b>Schooling</b> <b>Kamisato Shougakkou 上里小学校</b>

## SKILLS

**Cultural Proficiency** | **Market Analysis** | **Localization Strategy**  
**Language Proficiency** (Reading, Speaking and Writing) | **Cross-Cultural Communication** | **Networking**  
**Negotiation** | **Strategic Thinking** | **Communication** | **Influence and Persuasion** | **Adaptability**  
**Freelancing Platforms** (Upwork, Fiverr and other freelancing platforms)  
**Lead Generation** (LinkedIn Sales Navigator) | **Market Research** | **Relationship Building**  
**Sales Strategy** | **Client Relationship Management** | **Gaming Industry Knowledge**  
**Due Diligence** (Collect and analyze the data) | **Negotiation Skills** | **Project Management**  
**Analytical Thinking**

## CERTIFICATES

<b>Japanese Language Proficiency Test</b> JLPT N2	<b>Japanese Language Proficiency Test</b> JLPT N3	<b>Japanese Language Proficiency Test</b> JLPT N4
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## LANGUAGES

<b>Japanese</b> Reading / Writing / Speaking	● ● ● ● ●	<b>English</b> Reading / Writing / Speaking	● ● ● ● ●
<b>Urdu</b> Reading / Writing / Speaking	● ● ● ● ●		

## PROJECTS

### **Cross-Cultural Strategy Development**

Crafting effective strategies that bridge cultural gaps and resonate with Japanese audiences.

## **Cultural Trend Insights**

Providing valuable insights into evolving consumer behaviors and preferences in the Japanese market

## **Japanese Language Fluency**

Proficiently navigating business discussions and negotiations in Japanese

## **Brand Localization**

Tailoring branding approaches to align with Japanese cultural sensitivities

## **Strategic Partnership Cultivation**

Establishing meaningful partnerships that drive mutual growth and benefit.

## **Client-Centric Negotiations**

Skillfully negotiating deals that align with client needs and company goals

## **Networking Powerhouse**

Building an extensive network of connections and opportunities

## **Sales Strategy Expertise**

Developing targeted sales strategies that yield significant revenue increases

## **Freelancing Platform Mastery**

Proficiently navigating and leveraging freelancing platforms for business development

## **Gaming Industry Insight**

Leveraging deep knowledge of the gaming sector to guide strategic acquisitions.

## **Targeted Acquisition Research**

Identifying and evaluating gaming entities with strong alignment to business goals.

## **Gaming-Integrated Negotiations**

Skillfully negotiating acquisition deals specific to the gaming industry.

## **End-to-End Acquisition Management**

Overseeing the entire acquisition process from initiation to integration.