



Haider Abbas

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EDUCATION

Lahore University of Management Sciences
BSc (Honours) Economics

Sep 2017- June 2021

Relevant courses: Business Communication | Salesforce Management | Human Resource Management | Quantitative Analysis for Management | Game Theory | Entrepreneurship | Statistics | Probability | Econometrics.

WORK EXPERIENCE

S&P Global Market Intelligence – Commercial Development Representative

June 2022 – Present

- Created and executed **outbound marketing campaigns** using LinkedIn Sales Navigator, ZoomInfo and Salesforce.
- Devised and implemented **Salesloft outreach strategy** to enhance business reach.
- Managed strategic capital market accounts in the New York region under S&P Global Market Intelligence.

US Mobile – Product Support Specialist

June 2021 – May 2022

- Provided technical product support to 100+ customers per day through email and chat to address their queries and resolve network issues.
- Demonstrated strong problem-solving and communication skills to successfully retain customers who were dissatisfied with the service and wanted to port-out to other telecom companies.
- Coordinated with Logistics and Ports departments to ensure timely resolution of customer complaints, and escalated unresolved cases to tier 3, maintaining an average **98% QA score** each month.

EXTRA CURRICULARS

LUMS Economics Society – Treasurer

Sep 2019 – Nov 2020

- Led a team of **80 students** to organize Panel talks and an annual national economic conference to increase awareness regarding conceptual and applied economics.
- Achieved **200% YoY growth** in membership numbers after redefining the recruitment and hierarchical structure.

LUMS Model United Nations Society (LUMUN) – Assistant Director SRP

Oct 2018 – Oct 2019

- Lead a team of **5 students** running the social responsibility program for the period of one year.
- Planned and organized various community service events at 'Akhuwat Foundation' and 'The Gender Guardian'.

RESEARCH AND PROJECTS

HRM Project at METRO Pakistan: As a **team of 4 students**, launched Blitzkrieg (an HR consultancy firm) and worked with METRO Pakistan as our first client. Formulated an action plan to improve employee satisfaction at METRO and presented our findings in a detailed report.

Marketing and Rebranding of LUMS Superstore: Created a rebranding strategy for LUMS Superstore after conducting market analysis through general and specialized online surveys with 200 respondents.

SKILLS & INTERESTS

IT Skills: Microsoft Office 365, ZoomInfo, LinkedIn Sales Navigator, R-Studio

Soft Skills: Verbal and written communication | Problem-solving | Adaptability

Languages: English (Proficient) | Urdu (Proficient)

Interests: Outbound Marketing | CRM | Digital Media and Technology