



# FAHAD IQBAL

SALES AND MARKETING MANAGER |

BD Manager | Team Lead

Successful Business Development Manager with expertise in market research, competitor analysis, and securing strategic partnerships. Proven track record in exceeding revenue targets, market share growth, and developing effective marketing strategies. Skilled in leading cross-functional teams and building strong client relationships. Experienced Team Lead, known for inspiring and mentoring high-performing sales and marketing teams. Strong leadership and communication skills, with a commitment to achieving goals.

## Contact



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Township, Lahore, Pakistan

## Education

### ● Bachelor of Arts

Punjab University

2016-2018

Lahore, Pakistan

### ● Intermediate

Punjab Group of Colleges

2013-2015

Lahore, Pakistan

## Soft Skills

Communication



Leadership



Teamwork



Collaboration



Critical thinking



## Work Experience

### ● Sales & Marketing Specialist | BD Manager

OutIT Solutions (German Based)

Sept 2023- Present

- Developed and implemented highly effective sales and marketing strategies, consistently surpassing revenue targets and enhancing marketing efficiency.
- Optimized sales directories and conducted targeted prospecting and multi-channel marketing to generate high-quality leads, driving business growth.
- Led branding initiatives and created detailed customer profiles as a marketing representative, enhancing brand identity and customer engagement.
- Delivered persuasive sales presentations that addressed client pain points and highlighted product benefits, leading to increased client acquisition.
- Demonstrated expertise in comprehensive marketing strategies that contributed to the successful execution of the brand in multiple international markets, including the US, UK, Canada, and Australia.

### ● Sales & Marketing Rep

(Full Time)

eL33Tech (www.el33tech.com)

Sept 2021 - Sept 2023

- Aligned organizational mission and objectives by contributing to strategic planning, ensuring that all efforts were coherent and focused on achieving business goals.
- Conducted comprehensive market research to identify target markets, trends, and customer needs, providing critical insights for informed business decisions and market positioning.
- Established strategic partnerships with local and global businesses and organizations, driving collaborative growth opportunities.
- Developed and implemented effective client acquisition strategies to attract and onboard customers for eL33tech's programs, contributing to business growth and revenue.
- Represented eL33tech and elevated brand recognition through the effective promotion of services, enhancing visibility, and fostering strong business relationships with international clients in the US, Canada, and Australia.

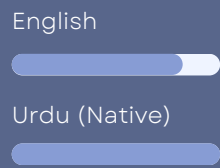
# Professional Skills

- Sales & Marketing
- LinkedIn Specialist
- Social Media
- Team Lead
- Business Developer
- IT Consultant
- Project Management
- Business Analyst
- Market Research
- Content Creation
- CRM (Customer Relationship Management)
- Advertising
- Email Marketing
- Lead Generation
- Strategic Planning
- Data Analysis

# Hobbies/Interest

- Volunteering and Community Participations (Like Blood Donation Campaigns, Flood Relief campaigns, Palestine Aid Campaign etc)
- Print Media Designing
- Participation in social gatherings and seminars
- Social Media and Internet Surfing

# Language



## BD Executive | Marketing Specialist

Asia Digital Dec 2018 - Sept 2021

- Crafted strategic plans to align Asia Digital's mission and objectives, fostering cohesive growth and a clear direction for the agency.
- Managed advertising and promotion campaigns, ensuring effective implementation and optimal results for clients.
- Conducted market research, providing valuable B2B/B2C recommendations based on findings, assisting clients in making informed marketing decisions.
- Oversaw the digital health of brands across social media and e-commerce platforms, implementing strategies that enhanced brand presence, engagement, and conversion, contributing to clients' online success.
- Founded Asia Digital with a noble mission to provide hope to individuals with low wages, delivering impactful marketing solutions and empowering businesses to thrive, while working with prestigious clients like Punjab Group, Dunya News, Superior University, Zameen.com, Rafi Group, Haleeb Foods, Capital University, Wilshire Pharmaceuticals, and many others.

## Assistant Marketing / Sales

PrintX Dec 2017 - Dec 2018

- Developed customer profiles for targeted marketing strategies.
- Managed a team of 8+ professionals, aligning activities with company goals.
- Led end-to-end 360-degree marketing initiatives from idea to execution.
- Oversaw shoots and PR to increase brand presence.
- Analyzed market trends and competitors, implementing data-driven strategies for brand growth.
- Ad-hoc duties assigned by the business owner.

# References

Will be furnished upon request.