

Waqas Raza

+92-303-8586777

 waqas.rsm@gmail.com

 [linkedin.com/in/waqas-raza-7522b11b3](https://www.linkedin.com/in/waqas-raza-7522b11b3)

Experiences

Business Development Associate

Your Talent Consultancy · Lahore, Pakistan

Dec 2023 – Present

- Calling prospective clients to develop business and build strong client relationships.
- Executes outbound calls and customized emails daily utilizing sales enablement tools.
- Planning and executing a strategic sales approach to build an active book of business.
- Helping clients by providing them with candidates that meet their needs and requirements through the Recruitment Consultant.
- Meeting and exceeding sales and recruiting activity metrics on a weekly basis.

Sales Operations Executive

Digital Move IT. Riyadh · Saudi Arabia

Feb 2022 - Jan 2023

- Implemented data-driven strategies, conducted market research, and managed CRM systems to optimize sales performance.
- Instrumental in coordinating cross-functional teams, ensuring seamless communication, and contributing to revenue growth.
- Proven ability to analyze sales metrics and provide actionable insights for strategic decision-making.

Shift Supervisor

KFC (Americana Foods) · Riyadh, Saudia Arabia

Jan2020 – Jan2022

- Effectively managed daily operations and upheld high standards of customer service.
- Led and motivated a team of employees, ensuring adherence to company policies and procedures.
- Oversaw the efficient execution of shift tasks, including inventory management, order fulfillment, and quality control.
- Implemented training programs to enhance team performance, contributing to the overall success and profitability of the restaurant.

Senior Loan Officer

The HBL Microfinance Bank Ltd Pakistan · Bahawalnagar, Pakistan

Oct 2017 - Mar 2019

- Evaluated and processed loan applications, conducted credit assessments, and ensured compliance with regulations.
- I built strong client relationships, provided financial advice, and maintained accurate records.
- Successfully met loan origination targets while mitigating risks and contributing to the organization's growth.

Sales and marketing Specialist

Samsons Communication · Dubai, UAE

April 2016 – August 2017

- Excelled in acquiring B2B customers for their business entity, SIMs and internet services, consistently meeting or exceeding targets.
- Demonstrated strong product knowledge and effective sales consultation to drive customer satisfaction.
- Provided post-sales support, resolved inquiries, and contributed to market awareness.
- Collaborated cross-functionally, ensuring accurate documentation and reporting for strategic improvement.

Sales Executive

Access Communication Solutions · Lahore, Pakistan

Nov 2014 - Mar 2016

- Excelled in acquiring clients for cameras and network solutions.
- Demonstrated expertise in product knowledge, sales consultation, and effective client relationship management.
- Stayed informed about industry trends, collaborated with technical teams, and provided post-sales support.
- Maintained accurate records, generated reports, and contributed to strategic decision-making.

Education

Arid Agriculture University

Master's degree, Computer and Information Sciences

Oct 2014 - Jul 2016

- Grade: 3.45 CGPA

Skills

Relationship Management (CRM) • Key Account Development • Team Leadership • Customer Support • New Business Development • Analytical Skills • Organization Skills • Customer Satisfaction • Project Management • Retail