

USAMA YOUSAF

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PROFESSIONAL SUMMARY:

I am a results-driven Business Development Specialist with over 3.5 years of experience in growing revenue pipelines, closing high-value deals, and enhancing digital lead generation strategies. My expertise spans B2B/B2C sales, client acquisition, proposal writing, and Upwork & LinkedIn outreach. In addition to sales execution, I consistently produce performance dashboards, weekly sales reports, and deal progress summaries that inform strategic decision-making. By combining data analysis with proactive client engagement, I've helped organizations achieve 17–23% quarterly revenue growth. I take pride in being both analytical and action-oriented in achieving business outcomes.

CORE SKILLS

Sales Reporting & Data Analysis | Business Development Strategy | High-Impact Proposal Writing | Client Outreach via Upwork & LinkedIn | CRM Management (HubSpot, Sales Navigator) | Digital Funnel & Campaign Optimization | Lead Generation & Nurturing | Email Marketing (SendGrid, ZoomInfo) | Power BI & Excel for Sales Insights | Canva & Photoshop for Content Creation

EXPERIENCE

Business Development Specialist – Yellow Beam Technologies Pvt

Sep 2023 – Present

- I developed and maintained weekly sales reports and client acquisition summaries for internal use, contributing to more agile planning and forecasting.
- I created and executed custom sales proposals for Upwork clients, improving bid success rates by 27%.
- I sourced and qualified 50+ B2B leads monthly using LinkedIn and CRM tools, driving pipeline expansion.
- I collaborated with sales leadership to analyze campaign performance data and propose workflow enhancements.
- I helped close new businesses, leading to a 30% quarterly revenue boost.
- I negotiated contracts and managed business proposals to secure long-term client relationships.

Business Development Executive – Teletimes International Ltd

Jun 2022 – Sep 2023

- I prepared biweekly sales performance dashboards to monitor outreach effectiveness and conversion metrics.
- I handled marketing operations and communications for global clients, maintaining an 63% retention rate.
- I ran targeted email campaigns (SendGrid), boosting open and click-through rates by over 30%.
- I conducted basic analysis on campaign data and shared insights with senior management to guide marketing strategy.
- I reduced reporting cycle time by 40% through streamlined dashboards and automation
- I designed and executed social media campaigns, increasing audience engagement and brand reach.

EDUCATION

FAST – National University of Computer and Emerging Sciences

Aug 2018 – June 2022

Bachelors in Business Administration (BBA)

CERTIFICATIONS

- Google Analytics for Beginners (*Google*)
- Google Tag Manager Fundamentals (*Google*)
- Enhancing Efficiency and Productivity with Excel (*LUMS*)
- Data Journey with Power BI (*LUMS*)
- Intermediate Excel Certification (*LUMS*)
- Work Time Management (*LUMS*)

- Web Development (*In Progress- UDEMY*)

ACHIEVEMENTS & LEADERSHIP

- **Head of Infrastructure (SOFTEC2023)** – *Led a team of 30+ volunteers, managing timelines, budgeting, and logistics under pressure — skills now applied in client management.*
- **Head of Security (SOFTEC 2020)** – *Managed event security operations for a large-scale technology event.*
- **Exceptional Volunteer (SOFTEC2019)** – *Recognized for outstanding contributions to event organization.*