USAMA SAEED

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Business Development Executive

As a **Business Development Executive** with over 3+ years of experience in lead generation, email marketing, and sales outreach. I help businesses grow by finding the right clients through LinkedIn, writing personalized cold emails, and managing follow-ups using CRM tools. I'm skilled at building verified B2B lead lists, creating Spintax email sequences, and running automated campaigns with tools like Instantly and Apollo.
I've also generated business on Upwork by bidding on projects and winning contracts. I've helped clients set up outreach strategies that brought in real leads and improved their sales process. I focus on clear communication, efficient systems, and results that support long-term growth.

Experience

Freelancing
Lahore, Punjab, Pakistan

Sr. Business Development Exective
01/2025 - Present

- Researched and defined ICPs using LinkedIn Sales Navigator, segmenting industry-specific leads to drive highly targeted outreach.
- Crafted and executed tailored outreach strategies through LinkedIn messages, delivering personalized content and value-added resources, which increased lead engagement and response rates.
- Engaged prospects through thoughtful questions and conversations to qualify leads, identifying their pain points, needs, and readiness to move forward in the sales process.
- Built and segmented targeted lead lists of 1000–2000 contacts per campaign using email scraping tools and data enrichment sources to identify high-quality prospects for email outreach.
- Configured and launched automated cold email outreach campaigns using Instantly, including setting up email sequences with personalized subject lines, content, and tailored calls-to-action (CTAs).
- Launched automated cold email campaigns using Instantly, with Spintax-based sequences that boosted open rates by 45% and reply rates by 18%.
- Monitored campaign analytics weekly and optimized subject lines, CTAs, and send times for improved engagement.

Techesthete
Lahore, Pakistan

Business Deelopment Executive
01/2024 - 12/2024

- Closed a staff augmentation deal with a U.S.-based client by pitching offshore talent; successfully placed two developers (Python & DevOps) from our team, resulting in a contract worth over $6000 a month.
- Found and connected with ideal clients on LinkedIn and Upwork by understanding their needs and offering tailored solutions.
- Created custom proposals and pitches that helped win projects and build long-term business relationships.
- Bidded on high-potential projects on Upwork and successfully closed deals by showcasing relevant skills and experience.
- Worked with internal teams to place offshore talent (like developers) with international clients, especially in staff augmentation deals.

AsappStudio
Lahore, Punjab, Pakistan

Business Development Executive
02/2023 - 12/2023

- Identify and research potential clients and business opportunities
- Generate leads through various channels such as cold calling, email campaigns, social media, and networking
- Generated qualified leads by identifying and bidding on high-potential projects daily through targeted job searches.
- Wrote customized proposals and managed client communications, leading to successful project acquisitions and long-term relationships.
- Conduct regular follow-ups and provide excellent customer service to ensure client satisfaction
- Develop and implement strategies to achieve sales targets and increase revenue
- Prepare and deliver sales presentations and proposals to prospective clients

EK Tech Communications
Lahore, Punjab, Pakistan

Sales Specialist & Business Developer Representative
11/2021 - 01/2023

EK Tech Communications focuses on offering communication solutions for various sectors

- Develop and deliver engaging sales presentations to convey product benefits
- Follow up with customers after sales to assess satisfaction and resolve concerns
- Create strategic brand-building events to promote current product portfolio
- Negotiate terms and close sales deals
- Schedule meetings and demos to advance the sales process
- Meet or exceed monthly and quarterly targets for lead generation

Education

Government College University Faisalabad (GCUF)
Bachelor's in Computer Science

Lahore, Punjab, Pakistan
09/2019 - 10/2023

Skills

Cold Calling · Lead Generation · LinkedIn Prospecting · Email Marketing · Cold Email Outreach · B2B Sales · Client Acquisition · CRM Management · Sales Funnel Management · Campaign Optimization · Market Research · Targeted Outreach · Proposal Writing · Remote Client Acquisition · Email Automation · Sales Enablement · Appointment Setting · Sales Conversion · Email Deliverability · Email List Building & Verification · Data Enrichment · Campaign Analytics · Pipeline Management · Outreach Strategy · Lead Nurturing · LinkedIn Sales Navigator · Instantly.ai · Apollo.io · Hunter.io · Google Sheets · Excel · Email Warm-Up Tools · A/B Testing Tools (for Email) · Calendar Scheduling Tools · Upwork Project Bidding · Upwork Contract Management · Upwork Client Management · Communication · Problem-Solving · Detail-Oriented · Time Management · Goal-Oriented · Self-Motivated · Team Collaboration · Adaptability · Critical Thinking · Organizational Skills