

Minhas Alam

B2B Sales & Outreach Professional

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Summary

B2B Sales professional with 4+ years of experience driving outbound strategies and digital engagement. Skilled in building high-performing email sequences and LinkedIn campaigns using tools like Instantly and Expandi. Proven track record of boosting connect rates and booking qualified meetings through targeted, value-driven messaging. Comfortable navigating CRMs and automating workflows to keep the pipeline moving and the sales team focused on closing.

Work Experience

Digital Sales Operations Manager, A Latte Leads, Washington-DC, United States

11/2024 – Present

- Delivered 2,000+ verified leads daily, fueling pipeline and supporting 3 cold callers.
- Built GHL Smart Lists and workflows, boosting connect rates by 30% via Orum.
- Wrote cold email sequences for 5 clients and sent 2,000 emails weekly for each client.
- Consistently booking 6+ meetings and 9+ CEO/founder survey responses.
- Managed 13 Instantly campaigns across 5 accounts, achieving 3-5% positive replies.
- Launched 3 automated LinkedIn campaigns with custom scripts, averaging 27 new connections and 3 meetings booked weekly.
- Maintained CRM (Close, Airtable and GHL) for direct clients with accurate pipeline tracking.
- Produced weekly reports to monitor campaign performance and conversions.

Outreach Specialist, VenziMedia, California, United States

08/2024 – 01/2025

- Managed 3 LinkedIn accounts, booking monthly meetings with VPs and Directors.
- Wrote outreach scripts that converted 25% of prospects into warm leads.
- Created full website copy for VenziMedia to boost engagements.
- Cleaned and organized lead lists to reduce prep time.
- Ran 7 Smartlead email campaigns across 12 sender accounts.
- Achieved 3% reply rates across gaming, finance, and retail campaigns.

Technical Sales & Content Support, Stelets LLC, California, United States

01/2021 – 01/2025

- Created content for 3 affiliate and informational websites to increase organic traffic.
- Developed marketing collaterals and social media content.
- Generated inbound and outbound leads (13% increase in qualified leads).
- Wrote outreach scripts and set up Instantly email campaigns with 6 sender accounts.
- Ran manual LinkedIn outreach campaigns, booking meetings with key decision-makers.

Tech Copy Writer & Email Marketer, EtcNor, Kongsvinger, Norway

10/2023 – 04/2024

- Drove web and app development leads through targeted marketing campaigns.
- Managed email marketing efforts, crafting engaging web content and persuasive copy.
- Devised high-converting email sequences to nurture leads and drive engagement.
- Executed LinkedIn marketing initiatives for B2B lead generation.

IT Support Specialist, Punjab Information & Technology Board, Lahore, Pakistan

01/2018 – 01/2021

- Deployed and managed network infrastructure project at the Government hospital.
- Led a team of 10 technical support engineers.
- Managed the project, coordinating with IT vendors.
- Coordinated with medical staff and higher management of IT.

Education

BSEE, Electronics Engineering, IIUI, Islamabad, Pakistan

06/2009 – 07/2014

- Specialization in Computer Networks

Skills

GHL

Instantly

SmartLead

Expandi

Orum

Seamless

Clay

Airtable

Close.io

LinkedIn Sales Navigator

Zoom Info

SalesHandy

Lead Generation

Appointment Setter

Email Sequence

Ad Copy

LinkedIn outreach