

# Aysha Zamir

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## Professional Summary

Results-driven professional with proven success in lead generation, sales, and client retention in fast-paced tech environments. Skilled at aligning client needs with software solutions through cross-functional collaboration. Adept at working within Agile development frameworks to stay aligned with evolving project goals. Skilled in using prompt engineering tools and AI-assisted technologies to enhance client communication, proposal generation, and workflow efficiency. Known for strategic thinking, clear communication, and a collaborative, adaptable mindset.

## Experience

May. 2023 - Mar. 2024  
Islamabad, Pakistan

### Business Development Executive, Tensor Labs

- Leveraged platforms like Upwork, SimplyHired, and Wellfound and many more to identify, pitch, and onboard clients in need of advanced web development solutions.
- Crafted tailored proposals, highlighting our capabilities in machine learning integration and modern web technologies to meet the specific needs of global clients.
- Collaborated closely with the technical team to ensure project alignment and client satisfaction, significantly contributing to the company's international client base expansion.
- Identified high-potential leads and developed long-term relationships with international clients across various industries.
- Collaborated with cross-functional teams including developers, UI/UX designers, and ML engineers to ensure smooth project handoffs.
- Contributed to Agile workflows through active involvement in sprint planning and progress reviews to align with client expectations.
- Facilitated communication between technical teams and clients to translate business needs into effective software solutions.
- Applied knowledge of modern web technologies (React, Node.js, Python, Flask) and machine learning tools to position services effectively and support proposal development.

2023 - 2024  
Islamabad, Pakistan

### Prompt Engineer, Tensor Labs

- Designed, optimized, and maintained high-performing prompts to enhance the output of large language models (LLMs) across various domains, including customer service, content creation, legal, and healthcare.
- Collaborated with data scientists, ML engineers, and product teams to iteratively test and refine prompt strategies, ensuring alignment with project goals and ethical AI standards.
- Built internal documentation and guidelines for scalable prompt engineering workflows and contributed to knowledge sharing across technical and non-technical stakeholders.
- Integrated user feedback and model performance data to continuously improve interaction quality and user experience.
- Played a key role in the development of internal tools for semi-automated prompt evaluation and error analysis.

*Jan. 2022 – Feb. 2023*  
*Islamabad*

#### **Sales and Marketing Executive, Mark.It. Pvt. Ltd**

- Performed competitive analyses and adjusted sales and marketing strategies accordingly.
- Managed sales promotions and marketing strategies on major social media sites.
- Created and expanded sales presentations to new and existing customers increasing net sales revenue by 40% in sales.
- Instructed sales staff on cross-selling and up-selling techniques in sales. Cultivated and maintained strategic alliances with key partners and vendors.
- Developed positive performance-based internal sales and marketing culture to include mentoring staff.
- Developed new business relationships and maintained existing through regular communications and effective account management.
- Presented information to customers peers and management and negotiated prices terms of sales and service agreements.
- Informed customers of promotions to increase sales productivity and volume.
- Collaborated with managers to provide customer feedback and recommend operational changes to meet emerging trends.
- Trained new employees on customer service money handling and organizing strategies.
- Recorded accurate and efficient records in customer database through the use of CRM.

*May. 2021 – Jan. 2022*  
*Islamabad, Pakistan*

#### **Content Writer, Creative Garage. Pvt. Ltd**

- Created engaging, SEO-optimized content for social media platforms and blog posts, aligning with brand voice and digital trends in the tech industry.
- Strategized and managed daily content calendars, leading to improved online visibility and audience engagement.
- Implemented data-driven social media marketing tactics to increase organic reach and drive traffic to company platforms.

- Collaborated closely with graphic designers, developers, and marketing teams to ensure cohesive brand messaging and campaign execution.
- Adapted quickly to Agile workflows, contributing to brainstorming sessions and sprint planning for content alignment with product releases.
- Developed strong interpersonal and communication skills through cross-functional teamwork and client interactions.
- Demonstrated problem-solving ability, time management, and adaptability in a fast-paced digital environment.

Jun. 2020 – Oct. 2020  
Remote, Pakistan

**Content Writing, Fiverr**

- Conducted thorough keyword research and competitive analysis to craft content strategies that improved client visibility and search engine rankings.
- Managed multiple projects under tight deadlines, delivering high-quality, original content while maintaining consistency and attention to detail.
- Utilized tools like Google Analytics, SEMrush, and Grammarly to monitor performance, optimize readability, and ensure top-tier content delivery.
- Built strong client relationships through effective communication, resulting in repeat business and ongoing project referrals.

*Education*

January. 2022

**BS:Psychology**

- Riphah International University, Rawalpindi

*skills*

Business development	Expert
Content Management	Skillful
Research and Dissertation Writing	Experienced
Social Media Management	Beginner
CRM	Expert

*Languages*

## *Training*

Benazir Bhutto Hospital Rawalpindi (Clinical Psychologist)

- Implemented Cognitive Behavioral Therapy
- Provided clinical diagnoses and the use of psychotherapy using REBT

Hero Drug Rehabilitation Centre Islamabad (Jun 2019 - Aug 2019)

- Employed the use of Behavioral Interventions and token economy to manage atreatment therapy for drug patients

## *Hobbies*

- Book Reading
- Content Writing
- prose writing
- Travelling

## **COURSES**

Jun 2020 - Jul 2020

Self Determination Theory- Coursera