

AIMAN TAHIR BUTT

Senior Business Development Executive

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Lahore, Pakistan

EXPERIENCE

Senior Business Development Executive

OCloud Solutions

- 10/2024 - Present
- Generated over **\$100k+ revenue** via Upwork for multiple clients/agencies.
 - Developed cold email campaigns with 45%+ open rates and 10–15% response rates.
 - Built 100+ LinkedIn outreach campaigns targeting founders, CMOs, and CTOs.
 - Created SOPs for lead qualification, CRM integration, and nurturing pipelines.
 - Trained junior BDAs in Upwork bidding and outreach best practices.

Business Development and Marketing Executive

Triaxo Solutions

- 12/2023 - 09/2024
- Developing the sales process and defining channels
 - Worked on sales channels such as Email Marketing, Upwork, PPH, LinkedIn, and generated sales
 - Scheduling meeting with prospects Email Marketing, Outreach on LinkedIn, and Upwork
 - Assisting upper management in finalizing deals and making marketing collateral for new products
 - Researched on different platforms and worked on annual sales strategy
 - Looking after closely the Marketing Department for lead generation via through website blogs
 - Working on case studies and PPT's for Client Presentation

Business Development and Marketing Executive

DSG Energy

- 03/2022 - 11/2023
- Business Development and Marketing Executive at DSG Energy
 - Developing the sales process and defining channels
 - Worked on CRM and defined the sales cycles
 - Developed cadences and scripts for cold calling
 - Email marketing and generated leads from LinkedIn
 - Scheduled meetings with prospects through reaching out on LinkedIn and emails within local market

Social Media Intern

Social Media Intern, Be Be Jan Pakistan Ltd.

- 10/2020 - 03/2021
- Coordinated with supervisor and learned sales
 - Learned marketing process

Social Media Manager

YPD

05/2018 - 10/2019

SUMMARY

An ambitious business developer looking for opportunities to understand, learn, and develop new skills to steer

SKILLS

Apollo CRM Upwork

LinkedIn Lead Generation

Freelancer.com Staff Augmentation

Email Marketing HubSpot JIRA

Meta Salesforce Salesforce CRM

ZoomInfo Content Development

EMS

EDUCATION

Masters of Marketing

University of the Punjab

09/2021