

Hashma Khalid

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BACKGROUND & OBJECTIVE

I am an initiative-taking, open-minded, and results-driven professional with a background in business development, strategic planning, and client relationship management across inspection services, EPCM, and social impact sectors. I excel at identifying new business opportunities, conducting market research, building lasting client partnerships, and supporting revenue growth. I thrive in dynamic, multicultural environments and deliver on commitments with a strong focus on quality and client success. My goal is to grow as a Business Development Professional, contributing my communication, research, and solution-selling skills to an ambitious team.

EDUCATIONAL ACHIEVEMENTS

Time period	Degree
2021-2024	Masters Business Administration (MBA) National University of Sciences and Technology - Pakistan Business Research Project: Empowering Marginalized Communities and Educating Youth of Pakistan through Social Entrepreneurship
2012-2016	Bachelors in Materials Engineering – (with distinction) National University of Sciences and Technology, Pakistan Research Thesis: Engineered Polymer Membranes incorporated with Antifouling Functional Groups <i>(For optimized water purification systems.)</i>

WORK EXPERIENCE

Time period	Position & Responsibilities	Industry/Institute
August 2024 - April 2025	Business Development Specialist - Sales Team <ul style="list-style-type: none">✓ Part of the core sales team, directly managing outreach, lead generation, and client qualification✓ Prospected new clients through cold calling, LinkedIn outreach, and email campaigns✓ Scheduled and conducted discovery calls and product demos for prospective clients✓ Coordinated with proposal writers to deliver high-quality bids and RFP responses✓ Maintained detailed sales pipeline updates and performance reporting in CRM✓ Achieved quarterly targets for qualified leads, meetings booked, and proposals submitted.	PrismTeck Inc. (Canada)
April 2024 - August 2024	Business Development Specialist – Strategic Accounts <ul style="list-style-type: none">✓ Acted as dedicated account manager for Lauren Services, a Canadian EPCM firm✓ Managed client communications, handled sales support, and facilitated proposals✓ Coordinated between PrismTeck’s business development team and Lauren’s leadership✓ Research new markets, identify qualified leads, and develop tailored outreach strategies✓ Build and maintain long-term client relationships through regular engagement and solution-selling✓ Collaborate with technical teams to craft customized proposals and pitches✓ Track opportunities, pipeline stages, and revenue targets using CRM tools✓ Support development of sales materials and marketing content to position PrismTeck’s brand effectively	Lauren Services (Canada)

July 2022- Aug 2023	Co – Founder (Project Facilitator) – Fanoon-e-Kaamil <ul style="list-style-type: none"> Established and managed a social enterprise focused on empowering marginalized individuals through effective marketing research, pricing strategies and client relations management. Also, leveraged social media platforms and community partnerships to reach target audiences effectively. Overall Facilitated 5 people from the remote area of Sindh and Multan from the platform of Fanoon -e - Kamil. 	Fanoon -e- Kaamil (A Business Research Project)
Feb 2023 – Jun 2023	Project Lead - HR Optimization Analyst <ul style="list-style-type: none"> Led 5 months Project revamping recruitment strategy by integrating personality tests, resulting in a more cost-effective and time-efficient process. Anticipated ROI within a year post-implementation. Led comprehensive job analysis, drafting JDs through interviews, diary log reviews, and observation methods. Advised HR manager on interview challenges enhancing candidate-company fit. 	Horizon Tech Services Pvt. Ltd.
Mar 2019 – Jan 2021	Planning & Control Engineer <ul style="list-style-type: none"> ✓ Managed client-facing inspection projects for top industry players (Nestlé, MOL, BYCO) ✓ Handled project planning, resource management, budgeting, and client reporting ✓ Supported technical proposal development and bid submissions ✓ Coordinated revenue tracking and cost control, achieving 95% profit target success ✓ Recruited and managed field teams for shutdowns and large-scale maintenance projects. 	Inspectest Pvt. Ltd. (Descon Group)

INTERNSHIP AND VOLUNTEER EXPERIENCE

Year	Position and Experience	Associated Organizations
2017	Project Management & Engineering Intern	OMV - Pakistan
2016	Technology Intern - Attained hands on experience of NDT, Chemical and Physical Testing procedures.	Pakistan Aeronautical Complex
2016	Engineering Intern	Petroleum Exploration Private Limited
2023 - Present	Co- founded Happy Exploring, serving as guide for legal migration to Pakistan.	Happy Exploring
2016-2017	Assistant Project Manager for Chasing Snow Leopard – National Leadership Expedition	Youth Impact
2015	Project Head – Youth Insight (Fundraising & Social Service)	Youth Insight

ENGINEERING RESEARCH EXPERIENCE

Year	Projects	Associated Organizations
2014 - 2016	<p>Engineered Polymer Membranes incorporated with Antifouling Functional Groups (For optimized water purification systems.).</p> <p><i>Designed an innovative, optimized, and marketable water purification system by developing an antifouling polymer filtration membrane (Nationally recognized, gold medal Awarded).</i></p>	National University of Sciences and Technology

MAJOR ACHIEVEMENTS

- ✓ Recipient of Rector's Merit Certificate for Best Final Year Project.
- ✓ Outstanding Academic Achievement Award.
- ✓ Outstanding Performer of the year, 2015, NUST Community Service Club
- ✓ National Award, Dice Water & Energy, 2016, UET