

# Waseem Rao

Multan, Punjab, Pakistan | +92 330 6614612 | bdwaseemrao@gmail.com | linkedin.com/in/waseem-bd

## SUMMARY\*

---

Results-driven business developer generating \$2M+ appointments and \$800K+ sales for IT & Marketing Services. Expert in Upwork bidding (40% client growth) and LinkedIn outreach (80% success rate). Email marketing (30% conversions) and CRM strategies for long-term partnerships.

## TECHNICAL SKILLS:

---

- **Business Development:** Upwork Bidding, Email Marketing, Lead Generation, Appointment Setting, Sales
- **Digital Marketing:** Meta Ads, Google Ads, LinkedIn Ads, YouTube Ads
- **Freelance Platforms:** Online Bidding, Proposal Writing, Bid Management (Upwork, Guru, Freelancer, PPH)
- **CRM & Outreach:** LinkedIn CRM, Sales Navigator, LinkedIn Marketing, Email Campaign Management
- **Data-Driven Strategies:** Market Research, Performance Marketing, Data Scraping

## PROFESSIONAL EXPERIENCE

---

### ScytaleLabs / Remote

#### Business Development Executive | Email Marketer | LinkedIn CRM Specialist July 2023 – Present

- Optimized Upwork bidding tactics, securing high-value contracts with an 80% proposal success rate.
- Managed LinkedIn CRM to streamline outreach and improve engagement rates by 25%.
- Implemented targeted email marketing strategies, leading to a 30% increase in lead conversion.

### Bigfolio LLC / Remote

#### Upwork Bidder Specialist | Business Developer | Email Marketer August 2024 – Present

- Developed and executed a client acquisition plan that increased contract closures by 40%.
- Managed Upwork proposals and negotiations, maintaining a consistent pipeline of high-paying clients.
- Implemented targeted email marketing strategies, leading to a 30% increase in lead conversion.
- Maintained a consistent pipeline of high-paying clients via Upwork proposals and LinkedIn outreach.

### Propel | Remote

#### Business Developer | Upwork Bidding Specialist December 2022 – September 2024

- Successfully secured 20+ high-value contracts for marketing automation and CRM services through strategic bidding and outreach.
- Enhanced profile visibility, resulting in 70% more inbound leads and increased engagement from potential clients.
- Improved proposal conversion rate by 50+%, leading to a higher success rate in closing deals on Upwork.

- Increased client acquisition by 40% through targeted LinkedIn CRM engagement and relationship management.
- **Alpha Business Developers | Remote**  
**Senior Upwork Bidder | Business Developer | Digital Marketer June 2020 – September 2024**
  - Successfully secured 40+ high-value projects through Upwork bidding, LinkedIn CRM outreach, and targeted advertising campaigns.
  - Improved Upwork proposal success rate by 60%, enhancing project acquisition efficiency.
  - Increased lead conversion rate by 40% through LinkedIn CRM, email marketing, and optimized ad campaigns (Meta, Google, YouTube).
  - Strengthened client retention, resulting in 25% repeat business and referrals through tailored email marketing campaigns.

## **Additional EXPERIENCE**

---

- **GenZbit (UK)** | Business Developer for IT services | Jul 2024 – Oct 2024
- **AMI Digital (UK)** | Business Developer | Mar 2024 – Jun 2024
- **PROS Internet Marketing** | Business Developer for Ecommerce Development | May 2023 – Aug 2023
- **Webxteria (London)** | Business Development Manager | May 2023 – Aug 2023
- **The Apps Firm (USA)** | Email Marketer & Business Developer for Software & Mobile Dev | Jan 2020 – Aug

## **Education & Certifications**

---

### **Certifications**

- HubSpot Email Marketing Certified (2024)
- Google Fundamentals of Digital Marketing (2020)
- HubSpot Digital Advertising Certified (2023)
- LinkedIn Marketing Automation Certification (2024)
- Advanced Business Development & Negotiation (LinkedIn, 2024)
- Google Ads PPC Specialist (LinkedIn, 2024)
- HubSpot Inbound Sales Certified (2020)

### **Education**

University of Lahore | BS Business Administration (Sales & Marketing) | 2016–2020