

Syed Ali Sher Rizvi

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Professional Summary

Strategic and performance-focused Business Development Manager with 7+ years of proven success in driving revenue and client growth across SaaS, web development, QA, and mobile app domains. Demonstrated ability to generate over **Million Dollars+** in revenue through expert-level B2B LinkedIn outreach, high-converting email campaigns, and freelancing platforms. Known for securing high-value international clients and managing full sales cycles from lead generation to deal closure. Strong communicator with a talent for identifying client pain points and delivering customized solutions.

Professional Experience

• Business Development Manager

Code Automation | 2023 – Present

- Leading global B2B outreach campaigns with a focus on tech startups and enterprise clients.
- Secured a \$120K fitness mobile app project built using Golang by targeting US-based fitness startups.
- Closed multiple high-value QA automation and manual testing projects, generating over \$150K+ in annual revenue.
- Continuously improving LinkedIn messaging strategies, resulting in 45%+ reply rates on average.
- Collaborated with technical teams to create winning proposals tailored to client requirements.
- Business Development Executive

Lava Brands (UAE-based) – Remote | 2022 – 2023

- Developed strong client pipelines across the UAE and KSA regions through customized outreach.
- Played a key role in landing full-stack web development projects, contributing to \$200K+ in business.
- Built scalable outbound lead generation strategies using Sales Navigator and automated email workflows.

- • Created pitch decks and participated in sales presentations to C-level decision-makers.
- Business Development Officer

Rolustech – Lahore, PK | 2018 – 2022

- • Specialized in CRM solution sales (SugarCRM, Salesforce) and custom web applications.
- • Managed freelancing profiles and generated consistent inbound leads, closing deals worth \$300K+ over four years.
- • Designed multi-step email sequences with open rates exceeding 30% and reply rates above 12%.
- • Conducted industry-specific market research that helped refine service offerings and sales targeting.

Education

Bachelor's Degree in Business Administration (BBA)

Punjab University, Lahore — 2016 - 2020

Core Skills

- • B2B Lead Generation
- • LinkedIn Outreach & Sales Navigator
- • Email Marketing (Mailchimp, Lemlist, Instantly.ai)
- • CRM Tools (HubSpot, Salesforce, Zoho)
- • Web & Mobile App Sales Strategy
- • Proposal Writing & Negotiation
- • Market Research & Competitor Analysis
- • Freelance Platform Management (Upwork, Fiverr)

Notable Projects

- • \$120K Fitness App Project (Golang-based) — End-to-end deal closure with US-based fitness startup.
- • Enterprise QA Automation Projects — Closed multiple automation testing contracts for US/EU clients.
- • Custom CRM Integrations — Managed CRM-focused B2B deals for SMEs across North America.

Certifications

- • LinkedIn B2B Sales Mastery – Coursera
- • Email Marketing Strategy – HubSpot Academy
- • Proposal Writing & Client Management – Udemy

Languages

- English – Fluent
- Urdu – Native