

# AROOSA QURESHI

## Business Development Executive



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Lahore, Punjab, Pakistan



### About Me

I'm a passionate and proactive Business Development Executive with over 1+ year of hands on experience helping companies grow by finding the right clients at the right time. My work has focused on platforms like Upwork, LinkedIn, and direct email outreach, where I've consistently identified high quality leads, built genuine connections, and converted them into long-term business relationships.

I take pride in understanding a client's vision and aligning solutions that create value. Whether it's writing a compelling proposal, crafting a personalized message, or conducting market research, I approach every task with curiosity, clarity, and purpose. My goal is not just to bring in leads but to build trust and drive results that matter.



### Professional Experience

#### Business Development Executive | Client Acquisition Specialist, Upwork, LinkedIn & Email Marketing, Codility Solutions

04/2024 – Present

- Managed end-to-end Upwork bidding process including writing tailored proposals, job filtering, and client communication
- Handled complete LinkedIn outreach: lead generation, messaging, follow-ups, and CRM updates
- Executed email marketing campaigns from copywriting and list building to sending and tracking responses
- Regularly updated company profiles on freelance platforms and social channels to ensure visibility and professionalism
- Collaborated with the marketing and sales team to align outreach strategies with business goals
- Contributed to securing new clients and expanding the company's project pipeline

#### Freelance Data & Market Research Specialist, Fiverr.

2022 – Present

- Delivered research and data scraping services to 50+ international clients, improving decision-making efficiency by 35%.
- Improved market research accuracy by 5%, helping businesses optimize marketing strategies.
- Managed multiple projects while maintaining a 98%+ client satisfaction rate..



### Skills & Expertise

Upwork Bidding & Proposal Writing | LinkedIn Outreach & Lead Generation |  
Email Marketing & Cold Outreach | Client Communication & Relationship Building |  
Profile Optimization (Upwork, LinkedIn) | Social Media Post Scheduling & Updates |  
Follow-up Strategy & Lead Nurturing | Basic Graphic Editing (Canva) |  
Freelance Platform Management (Upwork, Fiverr) | Business Proposal Writing |  
Data Scraping & Online Research



### Education

#### Bachelor of Commerce (B.Com), Punjab University

2010 – 2012

Specialized in Business Strategy, Marketing, and Financial Management.