

# Saad Masood

+92 311 4632349 | [saad.masood2001@hotmail.com](mailto:saad.masood2001@hotmail.com) | [www.linkedin.com/in/saadmasood2001/](https://www.linkedin.com/in/saadmasood2001/) | [medium.com/@sadimasood2001](https://medium.com/@sadimasood2001)

Helping Businesses Grow, Business Developer with 3+ years of experience driving B2B and B2C growth through Upwork profile management, LinkedIn lead generation and email outreach. Skilled in building qualified pipelines, optimizing sales funnels, and closing deals across US, Europe and MENA markets. Proficient in tools like Sales Navigator, Apollo.io, Instantly and HubSpot, with a strong focus on client acquisition, retention and scalable growth strategies.

## Work Experience

**Programmers Force** (Mar 2024 – Present)

### **Business Development Specialist**

- Built strong client pipeline for **Facia**, **AML Watcher** and **The KYB**. Increased total revenue by 20% and improved client retention by 35%.
- Performed LinkedIn outreach and email marketing for B2B collaboration with clients in the US, Europe and the MENA region.
- Onboarded 5+ SQLs monthly for ISO-certified & GDPR-compliant products
- Utilized tools like Sales Navigator for LinkedIn, Apollo.io for Data Scraping and Instantly for Automated Email Campaigns.
- Managed MQLs and follow-ups in HubSpot and converted them into SQL.

**Artilece** (Aug 2023 – Mar 2024)

### **Business Development Executive**

- Led the Upwork team and managed four Upwork profiles while maintaining the existing sales pipeline.
- Targeted ideal jobs, focusing on KPIs and Ideal Customer Profile (ICP).
- Negotiated with clients and oversaw the entire sales cycle, successfully closing leads with high budgets.
- Closed projects, resulting in a 40% increase in company revenue and a 50% growth in clientele ratio.
- Maintained hot leads in the sales funnel to ensure consistent client acquisition and engagement.

**Tech Domain** (Jul 2022 – Jul 2023)

### **Business Development Associate**

- Managed two Upwork profiles with over 100 quality bids per month, boosting revenue by 40% and expanding the client base by 50%.
- Led LinkedIn outreach through Sales Navigator with a 35% response rate and 15% client conversion.
- Ran targeted email campaigns via Apollo.io and Instantly, increasing lead conversion by 25%.
- Coordinated with the CEO and tech team to streamline delivery, enhancing client retention by 40%.

## Projects

### **Web Application Vulnerability Assessment Report**

- Conducted penetration testing and vulnerability analysis based on OWASP Top 10.
- Utilized CVSS rating and CWE ID expertise for risk assessment and reporting.

### **Selective Talks (FYP)**

- Developed a real-time AI-based filtering platform to detect explicit content in chats.
- Tech Stack: Python, Flask, TensorFlow, Real-time Content Moderation

## **Tools and Skills**

- **Lead Generation & Outreach:** LinkedIn, Sales Navigator, Upwork, Apollo.io, Instantly, Snov.io, SalesQL, Hunter.io, Data Scraper
- **CRM & Project Management:** HubSpot, Zoho, Jira, Salesforce
- **Communication & Collaboration:** Slack, Skype, WhatsApp, MS Teams, Google Meet, Zoom

## **Soft Skills**

- Strong Communication
- Team Leadership
- Time Management
- Emotional Intelligence
- Conflict Resolution
- Professional Work Ethics
- Team Collaboration
- Timely Reporting

## **Education**

### **University of Central Punjab**

Bachelor's in Computer Science (Completed 2023)

## **Interests**

- Exploring emerging technologies and trends
- Reading historical literature
- Playing football and badminton