Muhammad Moiz Khan

Senior Business Development Executive | Lead Generation | Staff Augmentation | B2B | Upwork

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Profile

Professional Summary:

Proven Business Development Lead with expertise in driving revenue growth, market expansion, and strategic client engagement. Skilled in identifying new opportunities, leading cross-functional teams, and developing tailored growth strategies. Focused on lead generation across US, UK, EU, and Middle East markets through emerging platforms. Committed to delivering results, scaling operations, and fostering excellence in fastpaced, competitive environments.

Education

Masters in Mass Communication

Allama Iqbal Open University

Jan 2021 - Jun 2023

Bachelors in Mass Communication

University of the Punjab

Jan 2018 - Jul 2020

Professional Experience

Business Development Team Lead

Cache Logic

Jun 2024 – present

- Conducted in-depth market research to identify potential clients and business opportunities through platforms like LinkedIn, Upwork, and other B2B
- Generated high-quality leads for staff augmentation and B2B services through targeted outreach and engagement strategies using tools such as LinkedIn Sales Navigator, Seamless.AI, Clay, Apollo.io, and Crunchbase.
- Built and maintained a comprehensive database of prospective clients and key decision-makers across various industries, leveraging platforms like Clutch and company directories.
- Developed and executed lead generation strategies to consistently achieve and exceed targets, optimizing campaigns through data-driven insights.
- Collaborated closely with sales and marketing teams to craft personalized outreach campaigns aligned with client pain points and business needs.
- Engaged with prospects to understand their requirements, qualify leads, and ensure a healthy, conversion-ready sales pipeline.
- Monitored and analyzed key performance metrics to refine outreach tactics and improve lead generation effectiveness.
- Stayed informed on industry trends and competitor activities to uncover new business opportunities in the staff augmentation and B2B sectors.
- Ensured prompt follow-ups and nurtured relationships to convert leads into long-term, high-value clients.
- Utilized CRM tools for efficient lead tracking, follow-ups, and reporting ensuring accurate data management and visibility for the sales team.

Lead Generation Specialist

Expert System Solution

- Conducted extensive research to identify potential clients and target markets for staff augmentation services, using platforms such as LinkedIn, Wellfound, Arc dev, Upwork, and Indeed.
- Engaged in targeted outreach and cold messaging to generate qualified leads and convert them into long-term clients for tech and development roles.
- Scheduled and managed discovery calls with prospects, presenting customized staffing solutions aligned with their project needs and technical requirements.

Jan 2023 - May 2024

- Maintained and nurtured strong client relationships to ensure high satisfaction, ongoing collaboration, and repeat business in B2B engagements.
- Developed and executed effective communication strategies to establish trust and credibility with CTOs, hiring managers, and decision-makers.
- Collaborated with sales and marketing teams to align outreach efforts with business goals, ensuring consistent messaging and lead quality.
- Leveraged prospecting and automation tools such as LinkedIn Sales Navigator, Apollo.io, Clay, Crunchbase, and Clutch to identify and engage high-potential leads.
- Actively utilized Upwork to bid on relevant projects, build client relationships, and expand the company's presence on freelancing platforms.
- Monitored lead conversion and engagement metrics to optimize outreach campaigns and consistently achieve lead generation and placement targets.
- Provided excellent client service by responding to inquiries, understanding requirements in detail, and recommending the right talent match.
- Compiled and shared insights on client feedback, platform trends, and market data to support strategic decisions in business development.

Senior Business Development Executive

3D Lifestyle Pakistan

- Conducted extensive research to identify potential customers and target markets, ensuring a high-quality lead pool.
- Engaged in cold calling to generate leads, qualify prospects, and convert them into loyal clients.
- Scheduled and managed appointments with potential customers, presenting tailored solutions to meet their needs.
- Maintained and nurtured client relationships to ensure long-term satisfaction and repeat business.
- Developed and implemented effective communication strategies to build trust and credibility with clients.
- Collaborated with the sales and marketing teams to align business development efforts with company objectives.
- Monitored and tracked lead conversion metrics to optimize cold-calling strategies and achieve sales targets.
- Provided exceptional customer service by addressing inquiries and resolving concerns promptly.
- Prepared reports on sales performance, client feedback, and market insights to guide strategic decisions

Assignment Editor

City 42, City 41, and City 21

- Coordinated and assigned news stories, reports, and coverage to field reporters, ensuring timely and accurate reporting.
- Monitored breaking news and current events to prioritize and allocate resources effectively.
- Collaborated with newsroom staff to develop story ideas, angles, and coverage plans.
- Managed and maintained the news schedule, ensuring all assignments were executed efficiently.
- Supervised the editorial process to ensure content accuracy, relevance, and adherence to ethical journalism standards.
- Liaised between reporters, producers, and technical teams to streamline news production workflows.
- Reviewed and approved final reports, scripts, and visuals before airing or publication.
- Built and maintained relationships with sources and contributors to ensure access to reliable information.
- Monitored audience feedback and viewership trends to guide story selection and improve engagement.

Commercial Transmission Scheduling Officer

City News Network

- Planned and scheduled commercial transmissions to ensure seamless integration with regular programming.
- Coordinated with the sales and marketing teams to allocate airtime slots for advertisements based on client requirements and priorities.

Aug 2020 – Dec 2022

Nov 2018 - May 2020

Feb 2018 – Nov 2018

- Monitored daily transmission schedules to avoid conflicts and ensure adherence to the planned broadcast timeline.
- Maintained accurate records of aired commercials for billing and compliance purposes.
- Communicated effectively with production and technical teams to address any scheduling issues or changes promptly.
- Analyzed audience feedback and viewership data to optimize scheduling strategies and enhance commercial reach.
- Ensured compliance with broadcasting standards and regulatory requirements for all transmitted advertisements.

Sales Executive

Milvik Mobile Pakistan

- Promoted and sold insurance products and mobile health services to potential customers.
- Conducted market research to identify sales opportunities and potential client needs.
- Maintained a pipeline of leads and followed up to ensure successful conversion.
- Provided excellent customer service to build trust and long-term client relationships.
- Met and exceeded monthly and quarterly sales targets through effective sales strategies.
- Delivered product presentations and educated customers on the benefits of services.
- Managed and updated sales reports to track performance and share with management.

Projects

GoodFolks

Successfully closed a deal with GoodFolks, a leading company in [briefly describe their industry or focus, e.g., digital transformation, creative solutions, etc, as part of driving new business opportunities and revenue growth. Collaborated with the client to understand their needs, propose tailored solutions, and ensure long-term partnership. Demonstrated exceptional negotiation skills and strategic planning, contributing to the expansion of the company's client base and strengthening its market presence.

CrewBloom

Successfully negotiated and secured a high-value business agreement with CrewBloom, a leading provider of remote staffing solutions. Played a key role in identifying business needs, developing tailored solutions, and fostering a long-term partnership that aligns with both companies' growth objectives. Demonstrated strong expertise in business development and relationship-building, leading to increased client satisfaction and revenue generation.

Seita

I successfully closed a strategic deal with Seita, a company specializing in smart energy management solutions. My role involved facilitating partnerships focused on optimizing energy flexibility for SMEs, enabling them to enhance their energy efficiency. This collaboration highlights my ability to drive impactful solutions in the energy sector, leveraging Seita's innovative technologies for accelerated returns on energy assets such as solar, batteries, and electric heating. This achievement underscores my expertise in business development and client relationship management.

Etihad Travel & Tours @

Designed and developed the Etihad Travel Tours website using WordPress, delivering a user-friendly, visually appealing, and fully responsive platform. Integrated custom themes, plugins, and content management features to enhance the user experience and streamline website management. Collaborated with the client to ensure the site met their business objectives, including booking systems, interactive maps, and travel packages. Successfully launched the site, optimizing for both performance and SEO to ensure a seamless online presence.

Jun 2016 – Dec 2017

OneLot 🔗

Successfully closed a high-value deal with OneLot.ph, a leading online marketplace in the Philippines, by conducting in-depth market research and aligning tailored solutions with the client's business objectives. Collaborated with cross-functional teams to develop and present a compelling proposal, effectively showcasing value-driven benefits. Strengthened client relationships through clear communication and post-deal follow-ups, ensuring customer satisfaction and contributing to the company's revenue growth. This achievement highlights exceptional sales expertise, negotiation skills, and a client-focused approach.

PodPitch ∂

Successful Deal Closure at PodPitch Collaborated with the team at PodPitch to identify client needs and provide tailored solutions, leading to the successful closure of a high-value deal. Played a pivotal role in negotiating terms, addressing client concerns, and ensuring alignment with their business objectives. Demonstrated exceptional communication and sales skills, contributing to PodPitch's growth and strengthening its client portfolio.

	Skills	
• Lead Generation &	• Market Research & Analysis	Sales Strategy Developmen
Prospecting	• Client Relationship	• Communication &
Negotiation & Closing	Management	Presentation
 Networking 	• Strategic Planning	 CRM Management
• HubSpot	• Sales Navigator	• Time Management
• Digital Marketing Knowledge	 Collaboration 	 Analytical Skills
• Staff Augmentation	• B2B	• B2C
• Upwork	• Writing & Editing	• Multimedia Skills
Social Media Management	• Fact-Checking	• SEO Knowledge
• Adaptability	• Broadcast & Reporting	• Ethical Standards
• Story Planning & Coordination	• Editorial Judgment	• Communication Skills
Knowledge of News Trends	• Editing & Proofreading	• Understanding of Audience Needs
	Certificates	
The Brains College Certificate in Graphic Designing		
	Languages	
English	• • • • Urdu	• • •
Punjabi	• • • • •	