

# Waqar Akhtar

## Business Development Specialist

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📍 Lahore

🌐 LinkedIn

### 👤 PROFILE

Business Development Specialist with over 5 years of experience in sales, client acquisition, and digital outreach. Proven success in building and scaling Upwork profiles from zero to \$60K+, earning **Top Rated Plus** and **Expert-Vetted** badges. Skilled in LinkedIn prospecting, proposal writing, and pre-sales communication. Proficient with tools such as **Upwork, LinkedIn Sales Navigator, Apollo.io** [🔗](#), **Instantly, HubSpot, Slack, and Mailchimp**. Known for creating scalable lead generation systems and fostering long-term client relationships that drive sustainable growth.

### 🎓 EDUCATION

#### Bachelor's in Computer Science

University of Management and Technology

2015 – 2019 | Lahore, Pakistan

### 🧩 TOOLS

Upwork

Apollo.io

Instantly

LinkedIn Sales Navigator

HubSpot

Slack

MailChimp

### 💼 PROFESSIONAL EXPERIENCE

#### ABM Info Tech (Pvt.) Ltd.

Business Development Specialist

01/2024 – present | Lahore, Pakistan

- Driving growth via Upwork and strategic LinkedIn outreach.
- Managing full-cycle pre-sales: from lead qualification to discovery calls and tailored proposals.
- Using tools like **Apollo.io** [🔗](#), **LinkedIn Sales Navigator**, and **Slack** for prospecting and internal alignment.
- Building and maintaining strong client relationships focused on long term value.

#### DEVSINC

Senior Growth Executive

11/2021 – 12/2023 | Lahore, Pakistan

- Launched and scaled a new Upwork profile to **\$60K+** revenue in just 7 months; earned **Expert-Vetted** and **Top Rated Plus** status.
- Led B2B client acquisition through LinkedIn remote job campaigns.
- Handled proposal writing, negotiations, and pre-sales communications using tools like **HubSpot, Mailchimp**, and **Instantly**.
- Built repeatable outreach processes to consistently close high-quality leads and retain long-term clients.

#### Webbuggs

Business Development Executive

01/2020 – 10/2021 | Lahore, Pakistan

- Managed Upwork and email-based B2B lead generation and client communication.
- Crafted personalized outreach campaigns and follow-up strategies using **Mailchimp** and **Apollo.io** [🔗](#).
- Coordinated onboarding between internal teams and clients to streamline delivery.

### 🧠 SKILLS

- Upwork Strategy & Profile Growth
- Lead Generation
- Proposal Writing & Sales Pitching
- Pre Sales & Client Communication
- Relationship Building & Client Retention
- B2B Sales & Remote Job Hunting
- CRM Tools & Sales Reporting