



MOHD KALAM ANSARI

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PROFESSIONAL SUMMARY

Results-driven International Sales & Marketing Executive with proven expertise in B2B lead generation, export strategy, and digital marketing across global markets. Experienced in using platforms like LinkedIn Sales Navigator to connect with international buyers. Well-versed in trade documentation, distributor research, and compliance awareness for regulated industries including medical equipment. Strong communicator with a focus on market expansion and foreign buyer engagement. Passionate about continuous self-investment and learning new strategies that directly enhance current professional contributions and team outcomes.

CERTIFICATIONS

- BBA Graduation – 2019
- Everything About Export Import – Mar 2025

LANGUAGES

- English (Fluent) & Hindi (Native)

PROFESSIONAL EXPERIENCE

Atlas Surgical — International Sales & Marketer

July 2024 – Present

- Built database of potential buyers and distributors in healthcare industry through targeted search and outreach.
- Engaged leads across platforms (LinkedIn, WhatsApp, Email) to drive interest in surgical and medical equipment.
- Introduced Sales Navigator in company workflow and trained others on international outreach practices.
- Supported export operations with document preparation including invoice, packing list, and shipment follow-ups.
- Researched product registration processes for medical devices in assign countries.
- Led coordination between marketing, logistics, and documentation teams to ensure timely delivery of export consignments.
- Prepared essential export documents, including invoices, packing lists, and shipment follow-ups.

SKILLS

- International Sales & Export Marketing
- Distributor Research & Outreach (Healthcare Sector)
- Social Media Management (Instagram, LinkedIn, Facebook)
- Trade Documentation (Invoice, Packing List)
- Digital Marketing (Meta Ads, Google, Email Campaigns)
- WordPress, Website Development
- Sales & Lead Generation (LinkedIn Navigator, WhatsApp, Zoom)
- Prompt Engineering & Content Creation
- Canva Designing, Copywriting
- Relationship Building with Foreign Buyers
- Medical Equipment Market Familiarity (Atlas Surgical)
- Team Management & Delegation
- Mentoring Junior Team Members
- Self-Investment & Continuous Learning
- Strategic Thinking & Skill Development

Happy Living — High Ticket Sales Closer & SMM

Feb 2023 – June 2024

- Closed high-ticket mental health coaching clients via Zoom and Google Meet sales calls.
- Built and implemented content marketing strategies to attract inbound leads.
- Collaborated with design and content teams to create engaging visual content for Instagram and Facebook.
- Created client nurturing workflows and appointment-setting processes using inbound lead capture.
- Managed video editing collaborations for branding and promotional content.

Monarch Web World — Social Media Manager

Jan 2022 – Jan 2023

- Built strategic LinkedIn content plans for client profiles, including leadership positioning.
- Helped clients increase LinkedIn engagement and organic lead generation using Sales Navigator.
- Collaborated with graphic designers and content writers to create branded social media posts.
- Managed end-to-end outreach campaigns to generate B2B leads through LinkedIn and email.
- Conducted competitor analysis and recommended strategy adjustments for better visibility.
- Led a small team of social media executives to execute content strategies across client accounts.
- Delegated tasks, reviewed performance, and ensured timely delivery of social media posts.

Logiclump Technology — Social Media Executive

Nov 2020 – Dec 2021

- Developed monthly content calendars and strategy for various client industries.
- Wrote captions, post content, and designed basic graphics using Canva.
- Managed multiple client social media accounts and increased follower engagement by 20%.
- Handled daily posting schedules and provided monthly performance reports to clients.

TOOLS & PLATFORMS

- Meta Business Suite, WordPress, Canva, Sales Navigator, WhatsApp Business, Google Sheets, Zoom, Google Meet, Basic Google Analytics

“Let’s build global opportunities through digital innovation.”