

Asma Fazal

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SUMMARY

Motivated Business Development professional with nearly 2 years of experience working with B2B and B2C businesses in software companies. Skilled at building strong client relationships, identifying growth opportunities, and driving results. Proven ability to negotiate and close deals, streamline processes, and collaborate with cross-functional teams. Focused on delivering success through strategic partnerships, effective planning, and innovative solutions that drive business growth.

PROFESSIONAL EXPERIENCE

EeaseCloud

Lahore, Pakistan

Business Development Growth Executive

11/2023–Present

- Refined LinkedIn data and other platforms like Product Hunt to extract high-quality B2B and B2C leads matching company ICPs.
- Managed email campaigns using HubSpot and CRMs to nurture leads, drive engagement, and schedule client meetings.
- Bid on projects related to cloud, SRE, E-Commerce, Machine Learning, and Power BI, securing new business opportunities on Upwork.
- Documented client requirements, developed strategies, and defined workflows to streamline project execution.
- Built strong relationships with key decision-makers, conducted market research, and performed competitor analysis to identify growth opportunities.
- Collaborated with cross-functional teams to align client needs with deliverables and create tailored proposals showcasing company services.

Machine Learning 1

Lahore, Pakistan

Business Development Executive

03/2023 –10/2023

- Utilized LinkedIn Sales Navigator to identify and target high-value prospects for lead-generation campaigns.
- Extracted and enriched lead data using SalesQL and Apollo.io to improve lead quality and campaign targeting.
- Extracted relevant data from various sources, including LinkedIn profiles, to support lead-generation efforts.
- Cultivated professional networks by sending personalized connection requests on LinkedIn, with and without customized notes, to generate leads.
- Employed a comprehensive approach to lead generation, utilizing LinkedIn Sales Navigator, data extraction techniques, and personalized outreach strategies.
- Proficient in Upwork's search and bidding functionalities to optimize project selection and win rates.
- Target decision-makers with advanced search filters.
- Actively network and build relationships with potential clients.
- Leveraged Upwork's platform to identify and target ideal clients for our services.
- Created compelling proposals and bids that effectively communicated our value proposition and secured project wins.

Skills

- **Platforms:** LinkedIn Sales Navigator, Upwork, Clutch, HubSpot, Apollo.io, SalesQL, Mautic CRM, Slack, ClickUp
- **Core Skills:** Business Development, Lead Generation, Campaign Management, Bidding, Data Extraction, Market Research, Strategic Thinking, Project Management, Time Management, Decision Making
- **Soft Skills:** Negotiation, Verbal and Written Communication, Teamwork, Problem Solving, Documentation
- **Technical Skills:** Data Analysis, Python, Power BI, HTML, CSS

EDUCATION

Lahore Leads University

Lahore, Pakistan

Bachelor of Studies in Software Engineering / 3.53 CGPA

10/2018– 10/2022