



SUMMARY

Business Development Specialist with 2.5 years of experience in identifying growth opportunities, building strategic partnerships, and driving revenue. Skilled in market analysis, product positioning, and client relationship management. Strong communicator with a focus on achieving and exceeding business goals.

EDUCATION

Bachelor of Business Administration
Virtual University

HARD SKILLS

- Data Analysis
- Marketing and Sales
- Marketing Strategy
- B2B Sales
- Business Strategy
- Business Development
- Leads Gorilla
- Upwork Proposals
- Market Research
- Project Management
- LinkedIn

SOFT SKILLS

- Ability to Work in a Team
- Communication Skills
- Negotiation
- Leadership
- Networking
- Strategic Thinking

PROFESSIONAL EXPERIENCE

KeepCodeIn

Business Development Specialist | Feb 24 - Present

Business Development Specialist with extensive experience in **driving revenue growth** and forging **strategic partnerships**. Adept at identifying new business opportunities and delivering impactful campaigns to solidify **client relationships** and **generate new business**.

Key achievements and responsibilities include:

- Successfully delivering **campaigns** that created new **client opportunities** and expanded **business portfolios**.
- Setting and exceeding **company-defined sales goals**, consistently achieving or surpassing **sales quotas**.
- Conducting in-depth **client research** to identify opportunities for **account growth**, **account penetration**, and **market expansion**.
- **Negotiating prices, sales terms, and service agreements** to foster **strong partnerships** and mutual success.
- Generating **leads** and identifying new **business opportunities** through **cold calling**, networking, marketing, and leveraging prospective **database leads**.
- Consulting with businesses to **provide accurate product and service information**, ensuring alignment with their needs and expectations.

Tekkral

Business Development Executive | Jan 23- Jan 24

Business Development Executive with experience in **lead generation** and **market expansion**. Expertise in identifying **high-value opportunities**, developing new **revenue streams**, and **driving growth** in competitive markets.

Key **achievements** and **responsibilities** include:

- Generating **high-impact leads** through **cold outreach**, marketing initiatives, and **database utilization**.
- **Expanding market share** by identifying untapped **segments** and aligning offerings with emerging trends.
- Conducting **in-depth research** to uncover opportunities for **account growth and penetration**.
- Designing **innovative campaigns** that **increased brand visibility** and **attracted new clients**.

LANGUAGE

Urdu (Native)

English (Fluent)

Active House Technology

Business Development Associate | July 22- Jan 23

Business Development Associate with proven experience in **supporting sales** performance and **client relationship management**. Adept at **exceeding sales targets**, fostering trust with clients, and **maximizing revenue** potential through innovative strategies.

Key **Achievements** and **Responsibilities**:

- **Consistently exceeded sales quotas** through consultative selling and **solution-oriented approaches**.
- Built and nurtured strong **client relationships**, leading to a significant increase in repeat business and **long-term partnerships**.
- Leveraged networking, **cold calling**, and marketing strategies to **generate high-quality leads**.
- Collaborated with **cross-functional teams** to align **sales strategies** with **business goals**.