

# **Muhammad Sajjad Rasool**

Independent Service Provider — Business & Tech for CEOs

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## **SUMMARY**

Independent consultant helping tech CEOs start, grow, and scale businesses. Strong in communication, deal & plan making, strategy design, B2B linking, and business backbone structuring. Helped dozens of national and international businesses grow by improving department connections, designing strategy, and building strong operational structure. Combines business strategy with technical execution to deliver measurable results.

## **KEY SKILLS**

- Strategic Planning & Business Development
- Communication & Stakeholder Management
- B2B Linking & Partnership Building
- Business Backbone Structure (SOPs, Processes, Roles)
- Landing Pages, CRO, UI/UX Basics
- Webflow, WordPress, Tailwind, HTML/CSS
- SEO, Analytics, Conversion Tracking
- Project Coordination & Documentation

## **EXPERIENCE**

Independent Service Provider — Business & Tech Consultant for Tech CEOs (Jan 2026 – Present) • Advising CEOs on strategy, GTM planning, and partnership deals • Building landing pages and MVP interfaces for validation and lead capture • Designing outreach and B2B connection strategies • Creating SOPs, process maps, and operational structure for scaling • Supporting dozens of national and international businesses to strengthen strategy and operations

Senior Executive — Quality Assurance & Landing Page Developer, Intersys Ltd (Nov 2023 – Jan 2026)  
• Led quality monitoring and created QA frameworks • Designed landing pages for marketing and lead generation • Improved internal processes and customer experience • Implemented analytics and automation for performance tracking

Intern — Website Development, Bizsoft (Jan 2023 – Apr 2023) • Built small websites and assisted frontend development • Supported deployment and client requirements handling

## **EDUCATION**

BS Chemistry — Federal Urdu University of Arts, Sciences and Technology (2022) | GPA: 3.6

## **LANGUAGES**

Urdu (Native) | Saraiki (Native) | English (Working)