



Shahzaib

Business Development Manager

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Summary

I'm a Business Development Manager with expertise in Project Management, Lead Generation, Search Engine Optimization (SEO), Software Development, Social Media Management (SMO) expert with over 5 years of experience in the industry. With a passion for all things digital, I have a proven track record of helping businesses reach their online marketing goals through strategic campaigns and innovative tactics.

Skills

- Project Hunting
- Project Management
- Time management
- Digital Marketing
- Software Development
- Social Media Marketing
- Trello
- Assana, Jira

Experience

1. Powerful Bidder (Lead Generation) - 05/2020 – 03/2023

Ozeito (Pvt.) Ltd

- Conducted extensive market research and identified potential clients, resulting in a 30% increase in lead generation.
- Developed persuasive proposals and presentations, securing contracts with several high-profile clients.
- Collaborated with cross-functional teams to understand project requirements and create tailored solutions, resulting in a 25% increase in successful bids.
- Utilized data analysis tools to optimize bidding strategies, resulting in a 15% increase in win rates for competitive bids.

2. Digital Marketing Manager - 05/2016 – 11/2022

Upwork

- Developed and executed successful social media campaigns that increased brand awareness and engagement by 25%.
- Implemented SEO strategies that resulted in a 50% increase in website traffic and improved search engine rankings.
- Managed a team of content writers and designers, resulting in high-quality content that drove conversions and improved customer retention.
- Analyzed marketing data and metrics to identify areas of improvement and optimized digital marketing strategies for maximum ROI.

3. Social Media Manager 01/2017 – 10/2022

Fiverr

- Developed and executed successful social media campaigns across multiple platforms to increase brand awareness and engagement.
 - Analyzed social media data and metrics to track performance, identify trends, and adjust strategies accordingly.
 - Collaborated with cross-functional teams to align social media strategies with overall marketing goals and objectives.
 - Managed and grew social media communities through consistent engagement and communication with followers.
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Education

Bachelor's: Software Engineering -09/2019 to 04/2023

The University of Faisalabad

CGPA: 3.50 /4

Intermediate - 06/2017 to 06/2019

Punjab Group of Colleges Samundri

Marks Obtained: 808/1100

Matriculation - 4/2015 to 6/2017

Govt. High School No 2 Samundri.

Marks Obtained: 746/1100

Achievements

- TOP Rated On Fiverr.
- Top Rated Plus On Upwork.
- Work With USA Top Brands.
- Worked on 1500+ Projects.

Licenses & Certifications

- Implementation of Computational Intelligence – IEEE
- Digital Marketing - Udemy
- Web Development – Udemy
- SEO - Digiskills
- Android Development - Great Learning
- Excellent Student of the year - The University of Faisalabad

Interest

- E-gaming
- Technology
- Cricket
- Badminton