

ABDULLAH SAJJAD

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Date of Birth: 24/01/1995

LinkedIn Profile: <https://www.linkedin.com/in/abdullah-sajjad-b8206410b>

A Techno-Commercial individual with core Sales & Marketing experience with reputed organizations. An energetic personality with a can-do attitude deriving meaningful experiences from self-initiated actions.

PROFESSIONAL EXPERIENCE

Head of Customer Success

Sep 2023 – Present

Juniorlogs (Mace IT Services)

- Juniorlogs is a SaaS based organization providing end-to-end management software for ECE Centres in New Zealand.
- Managing demos and entire customer onboarding cycle
- L1-L3 customer support including supervising all communication channels (Ticketing system, Live chat & call center support)
- Liaising with the development team to identify and rectify bugs, enhancements & feature sets.
- Engaged in marketing efforts including complete email and social media marketing.
- QA testing and regression testing before block releases.
- Handling 20+ Key accounts providing technical support
- More than 45 demos given with a conversion rate of 40%.
- Grew Key account base by 14% MoM.

Head of Sales & Partnerships

Dec 2022 – Sep 2023

Kamayi

- Kamayi is providing an affordable end-to-end recruitment solution for SMEs & Startups in Pakistan, ensuring that a quality candidate is hired with minimum hassle for the employers
- Building the entire outbound sales department from scratch
- Clocked in outbound sales worth Rs3.2mn within the first month
- Managing a team of individuals who are looking after the sales, partnership & post sale departments
- Introduced secondary revenue models for the organization which include affiliate partnerships & onboarding services

Manager Sales

July 2021 – Dec 2022

Daraz (Alibaba Group)

- Introduction of Alibaba Cloud into the Pakistani market
- Managing Central & North region
- Leading a team of 4 people in both regions respectively
- On-boarded first client onto Alibaba Cloud within first quarter
- Locked-in hardware sales worth more than \$100,000

Team Lead – Corporate Sales (Dec 2020 – July 2021)

Aug 2018 – July 2021

RapidCompute – (A division of Cybernet)

- RapidCompute is a IaaS cloud provider operating within Pakistan.
- Led a team of 5 individuals including Sales & Pre Sales
- Expanded company presence into South Punjab
- Initiated partnership agreements with industry stakeholders

Senior Account Manager – Corporate Sales (Dec 2019 – Nov 2020)

- Direct reporting to Management regarding Central region
- Introduced service offering into new verticals namely:
 - Startups
 - Public Organizations

Account Manager – Corporate Sales (Aug 2018 – Nov 2019)

- Business development & Account Management
- Increased customer retention by 47% YoY
- Grew Central region customer base by 110% YoY

EDUCATION & QUALIFICATIONS

Master's in Business Administration

Aug 2017 – May 2018

Lahore School of Economics **CGPA 3.70**

Bachelors in Business Administration (Honors)

Aug 2013 – May 2017

Double Majors in Marketing & Finance

Lahore School of Economics **CGPA 3.83**

HONORS & AWARDS

- Represented Central Region in Annual Townhall 2019
- Sales Champion 2019

SKILLS & INTERESTS

- Competent user of Microsoft Office, Jira, Azure Devops, Jivo Chat, Pipedrive, Slack, Mattermost, Notion & DingTalk.
- Tech Geek
- Foodie by heart
- Vintage car enthusiast