ZAKRIA ILYAS

Motivated and passionate **Business Developer** with a proactive approach to creating and running effective business funnels. Strategic, creative, and always seeking new ways to generate leads, close deals, and contribute to company growth. Skilled at understanding client mindsets, building lasting relationships, and delivering solutions that add real value. I think beyond my role, focusing on how every action can drive success for both clients and the organization.

Work Experience

Business Developer Executive
December 2024 - Present (Elytra Studios)

- Specialized in B2B and B2C lead generation through LinkedIn using Sales Navigator by targeting key markets in the USA, UK, Canada, Europe, and Dubai.
- Conducted in-depth market research and applied advanced filters to tap into high-paying corporate, ensuring quality leads from the right industries.
- Handled the entire outreach cycle – from the first message to client communication, proposal writing, follow-ups, and closing deals.
- Specialized in managing freelance platforms (Upwork, PeoplePerHour, and Freelancer.com) from profile creation and SEO optimization to bidding, client communication, improving conversion rates, and successfully closing projects.
- Designed and implemented personalized outreach strategies, A/B tested messaging, and consistently refined funnels to increase response and conversion rates.

Certification and Courses

LinkedIn Freelancing Course by LetsUnCover

- Gained insights into building a professional LinkedIn profile, using Sales Navigator, and client outreach

Upwork Course by Raheem Davar

- Learned proven strategies for profile optimization, job targeting, and winning proposals on Upwork.

Client Communication Course by M. Irfan

- Focused on Upwork bidding techniques, client communication, and long-term freelancing success.

Proposal Writing Course by UMC(Free sessions)

- Trained in crafting persuasive, client-focused proposals tailored to freelance and agency platforms..

Certified MS Office Expert

- Mastered Excel, Word, and PowerPoint with practical applications in business and data management.

Contact

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Educational Background

Bachelor of Computer Science
GC University Lahore (GCUL)
Continue

Intermediate in Science
Aspire College
2019-2021
Marks: 1053/1100

Technical Skills

- LinkedIn
- LinkedIn Sales Navigator
- Upwork
- PeoplePerHour(PPH)
- Freelancer.com
- Client Communication
- Designrush
- Sortlist
- Breef
- Apollo
- MS Office(MS Excel / Word/ PPT)
- Frontend Development
- HTML / CSS / Bootstrap / Tailwind
- JavaScript / React
- Git

(Interested in Outreach Roles e.g. LinkedIn, Cold Emailng and calling)

Strengths

- Passionate about learning new skills
- Loyal and committed to work
- Always motivated to improve
- Strategic thinker
- Hardworking and dedicated
- Quick learner
- Skilled at multitasking

Interests

- Listening to podcasts
- Researching emerging technologies
- Mentoring
- Entrepreneurship
- Reading books

Additional Information

- Last year *Books*: Made to Stick, Rich Dad Poor Dad, Atomic Habits, Siddhartha, 101 Essays, Tuesday with Morrie