**GHUFRAN SHERAZ**

***SKETCHER. PRESENTER. TINKER. ASPIRING POLYGLOT***

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**WORK EXPERIENCE:**

**FLAIROX Sep/23-Present**

*Client Relations Manager - Amazon*

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* Brought 18 Upwork Amazon leads in my initial 4 months, with 5 contracts in less than 2 months, building over $10,000 in revenue for Flairox.
* Built content calendar and content with brainstormed topics to bring brand awareness and lead generation.
* Maintaining manual leads database to run analytics on business development trends.

**X-CULTURE Jan/24-Present**

*Coach: Global Virtual Teams*

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* Serving as coach, mentor and counsel to global virtual consulting teams from 20+ countries.
* Reviewing business proposals preparing analytic summaries for top managers in a culturally diverse environment.
* Providing suggestions for training program design along with regular constructive and developmental feedback.

**SMOLLAN Jan/23-Jul/23**

*Growth & Innovation (UAE) Smollan Global*

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* Proactively solicit, identify and facilitate client relations.
* Work with client partners to promote client’s marketing resources.
* Engage with clients at executive-level to understand business pain points and pitch relevant case studies.
* Assist Head of G&I in creating/reviewing technical proposals. Reviewed legal contracts with Global and Reg. Commercial teams.

**VIDIZMO Apr/21-Sep/22**

*Partner Alliance Associate & Product Marketing Strategist (USA)*  **==========================================================================================================================**

* Engaged with clients at executive-level to understand business pain points and pitch relevant case studies.
* Serving as RFP Coordinator for preparing technical RFI/RFP proposals worth over $50,000+.
* Cultivating market intelligence on cloud computing technologies, Microsoft Azure’s AI and Amazon AWS, industry challenges and potential video content management use cases.
* Translate customer needs into functional specifications to effectively communicate VIDIZMO’s capabilities.

**Cordoba Ventures May/19-Aug/19**

*Project: Portfolio Analyst (Gulf)*

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* Worked with CEO on strategic concepts pertaining to mHealth trends and Gulf’s manpower sector.
* Completed cost analysis with market research and compiled findings in a concise and actionable format.

**Client Projects Freelance, Jul/16-Present**

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* *Supporting clients’ co-founders/decision makers in extrapolating data, conduct business analyses, providing financial and market feasibility on focused projects, proposals development and updating on related industry trends.*

***Project: Product Commercialization (Switzerland)* BeeUp, 2024**

***Project: Client Relations Specialist-Salesforce Apps (USA)*  CADALYS ENGAGE IQ, 2023**

***Project: Social Media Campaign & Proposal Development [IWD & W20 Summit]* NWC, 2021**

***Project: Market Feasibility Analyst (Singapore)* X-Culture, 2019**

**ACCOMPLISHMENTS**

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* Built from scratch 2,000+ Smollan lead database of MESA within 3 months without paid tools.
* Managed to build $1.5+ million worth of deals near closing stage in VIDIZMO’s Partnerships pipeline.
* Becoming subject-matter expert. Updating VIDIZMO on emerging technologies & best practices.
* Team achieved top 25% quality in feasibility report (Culturally, Singapore) competing globally.
* Ranked in the Top 2 out of 20 AIESEC’s Cultural Ambassadors for showing “Pakistani enthusiasm and spirit”.

**EDUCATION:**

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* Master’s in Business Administration (MBA): IBA-Institute of Business Administration, **Jul/18 - Aug/20**
* Bachelor’s in Business Administration (BBA): IBA-Institute of Business Administration, **Sep/12 - Aug/17**