

# Shahaan Anjum

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## SUMMARY

Sales Development Representative with a proven track record of driving revenue growth through strategic lead generation, qualification, and relationship-building. Exceptional ability to connect with prospects, understand their needs, and convert them into qualified opportunities. Adept at utilizing innovative outreach techniques, CRM tools, and collaborative teamwork to exceed targets and contribute to overall sales success

Incorporating my unique combination of SDR and Facebook Ads expertise, I bring a multifaceted approach to problem-solving and strategic decision-making. My proficiency in both domains empowers me to create impactful and data-driven marketing campaigns that capitalize on emerging technologies, underscoring the potential for cross-disciplinary collaboration and innovation.

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## EXPERIENCE

### SDR/ Digital Marketer

HNS Media

May 2023 – Present, Remote

- Spearheaded end-to-end lead generation initiatives, leveraging market research to identify high-potential prospects and target industries.
- Develop and execute personalized outreach strategies, including cold calls, emails, and social media interactions resulting in consistently exceeded quotas.
- Expertly manage a robust lead pipeline using Instantly & Waalaxy CRM, ensuring accurate data tracking, timely follow-ups, and seamless handoffs to Account Executives.
- Implement innovative A/B testing methodologies to optimize outreach approaches, resulting in a 15% increase in response rates.
- Spearheaded end-to-end planning, execution, and optimization of Facebook lead ad campaigns for a portfolio of clients.
- Conducted thorough target audience research to identify demographics, interests, and behaviors, ensuring highly relevant ad targeting
- Created engaging and visually appealing ad creatives and compelling ad copy that resonated with the target audience.
- Utilized Facebook Business Manager to set up, launch, and monitor lead ad campaigns, continually adjusting parameters for optimal performance
- Implemented A/B testing methodologies to refine ad elements, resulting in an increase in click-through rates and a decrease in cost per lead.
- Regularly analyzed campaign metrics and performance data to provide actionable insights and recommendations.
- Employed retargeting strategies to nurture leads and guide them through the customer journey.

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## EDUCATION

### Bachelor of Business Administration

University of Kashmir • 2022

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## CERTIFICATIONS

### Google Ads

Udemy • 2023

### Facebook Ads

Udemy • 2022

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## SKILLS

Strategic Lead Generation. Cold Calling. Email Outreach. CRM Expertise (Instantly, Waalaxy, Apollo)  
Facebook Advertising. Lead Ad Campaign Management. Audience Targeting. A/B Testing