

Abdullah Wahid

+92 (334) 4529172 | <https://www.linkedin.com/in/abdullahwahid19/> | abdullah.wahid1945@gmail.com

Education

BS. Electrical Engineering (Embedded Systems) | Lahore University of Management Sciences (LUMS) – DHA phase 5, LHR 2018-2022
FSc. Pre Engineering | Punjab Group of Colleges – Muslim Town Lahore 2016-2018
Matriculation | The Punjab School – Township Lahore 2014-2016

Professional Experience

RevvLab – Business Development Consultant Currently Working

- Crafting high end proposals specifically for Web Design, Web Development, and SEO Projects
- Managing CRMs’ pipelines on Engagebay for inbound leads
- Leading client calls and closing the deals
- Proposal Preparation with the help of Project managers and Software Engineers

Innovage – Business Development Manager 2022-2024

- Proposal writing specifically for Upwork, Wellfound, Twine, and other freelancing platforms
- Managing CRMs’ pipelines and generating leads for new business development
- Taking calls along with the relevant engineer and closing the deals
- Proposal Preparation with the help of Project managers and Software Engineers
- Utilizing LinkedIn Sales Navigator for Cold outreach
- Started working on Email Marketing and collaborating with the data extractors for data extraction and validation

SilverLight – Market Research Analyst 2022

- Developed the sample screening questions to shortlist the top market experts for meetings
- Analyzed the market and project requirements for better consultancy experience
- Extracted the information of market experts to segment them in categories

NESPAK – Engineering Internee – Supervisory Control and Data Acquisition (SCADA) 2021

- Developed an effective alarm strategy which led to faster reactions, increased productivity and efficiency, and safer operations
- Analyzed the engineering drawings of the ongoing projects and suggested 3 improvements in the design
- Developed a Machine Learning model to predict emergency alarm occurrences at Nandipur Power Plant that helped reduced short circuit instances by 11%

Afiniti – Web Development Intern 2020

- Analyzed the UI and UX of the website to recommend 2 changes in design to make it more user friendly
- Identified and reported 3 major flow issues which were major hinderance in user journey
- Prioritized issues based on their impact, effort, and business goals; collaborated with Designer and Engineering Manager to fix issues

Hikerr – Data Analyst 2020

- Cleaned raw data using Excel into structured data to generate insights and trends
- Created dashboards on Power BI to track data in real-time; this improved the agility of the organization significantly

Key Academic Projects

LoRaWAN Based Embedded System Design for Indoor Emergency Management:

- Integrated RF module LoRaWAN with ESP-32, keypad, and LCD to make an emergency system using Radio Frequency waves
- The system is independent of Internet, Bluetooth, and Wi-Fi. The code was written in C language

Link: [LoRaWAN based embedded system design for indoor emergency management | by Abdullah Wahid | Medium](#)

Effects of industrialization and Urbanization on Environment of Karachi, Pakistan:

- Studied the effect of industrialization and Urbanization on environment using NDVI tool on Google Earth Engine
- The datasets used in the project were USDOS/LSIB_SIMPLE/2017, MODIS/006/MOD09GA/ and COPERNICUS/S5P/NRTI/L3_SO2

Code: [Surface Temperature](#), [NDVI](#), [Air Quality](#)

Link: [Effects of industrialization and urbanization on Environment of Karachi, Pakistan | by Abdullah Wahid | Medium](#)

Certifications:

Foundations of Project Management (Google)

- Learnt project management skills, roles, and responsibilities across variety of industries
- Understood the project management life cycle, organizational culture, and organizational structure

Google SEO Fundamentals (University of California, Davis)

- Learnt to create sitemaps and robot.txt files, plan redirects, and manage site errors
- Used SEO tools to conduct audience analysis and develop personas of ideal buyer

Product Management (Great Learning)

- Learnt about the product life cycle, marketing mix and management skills.
- Did a project on Zameen.com’s “New Projects” section; found the key issues and solutions for betterment

Link: [Improvement of KPIs and workflow in “New Projects” section on Zameen.com | by Abdullah Wahid | Medium](#)