

Contact

03484857842 (Mobile)
sakhawatalimustafa@gmail.com

www.linkedin.com/in/sakhawat-ali-62327a109 (LinkedIn)
linktr.ee/sakhawat_ali (Portfolio)

Top Skills

Sales and Marketing
Sales Management
Proposal Writing

Certifications

Advanced Lead Generation
Managing Email Marketing Lists and Campaigns
Email Marketing: Drip Campaigns
The Six Morning Habits of High Performers
Effective Listening

Sakhawat Ali

Business Developer - Sales | Outbound Lead Generation |
Salesforce Campaign | Email Sequence Setup | Drip Campaign
Lahore, Punjab, Pakistan

Summary

- Run Cold email Campaigns by using Salesforce
- IT sales and marketing
- Generate Leads from remote job sites like Angelist, WWR (Weworkremotely), and many more.
- Generate Leads from direct outsourcing approaches such as LinkedIn and Google Maps
- Progressing towards activity targets and KPIs
- Email Marketing. Create and run email marketing campaigns of web and app
- Run Email automation and drip campaign
- Run email campaigns to schedule meetings of GITEX Events 2023, Game development conferences 2024, etc
- Generate Leads from a direct outsourcing approach such as LinkedIn
- Conduct research to identify new market and customer needs
- Arrange business meetings with prospective clients
- Prepared Monthly sales value reports
- Keep records of sales, revenue, invoices, etc.
- Set up a follow-up
- Promote the company's products/services
- Generating leads by using LinkedIn Sales Navigator

Interests include Sports, Web Series, Digital Marketing, SEO, Blogs, Technology, Travelling

reach out to me at: sakhawatalimustafa@gmail.com

Experience

GenITeam Solutions
Associate Business Development Executive
May 2023 - Present (1 year 4 months)
Lahore, Punjab, Pakistan

Email Marketing:

Run email campaigns for web, app, and game development.

Generate leads through targeted email campaigns.

Implement DKIM, DMARC, MX Records, SMTP for inbox deliverability.

Warm up email accounts for improved deliverability.

Run email drip campaigns to foster engagement.

Run Cold email Campaigns by using Salesforce, apollo, instantly, snov, etc and more

Lead Generation:

Build prospect lists in diverse industries.

Maintain daily Google Sheets of leads.

Use LinkedIn Sales Navigator for lead information.

Client Management:

Follow up with engaged clients daily and weekly.

Schedule meetings with potential and existing clients.

DyCoders

Business Development Executive

October 2022 - May 2023 (8 months)

Lahore, Punjab, Pakistan

DyCoders is a software development and implementation company that offers a combination of consulting and specialized services to a global clientele across all types of web development, mobile app development, and custom software development.

VM interactive

Lead Generation Executive

August 2020 - October 2022 (2 years 3 months)

Lahore, Punjab, Pakistan

→IT sales and marketing

→Generate Leads from direct outsource approach such as LinkedIn and google maps

→Regular bidding on online platforms like Upwork, Fiverr

→Progressing towards activity targets and KPIs

→Email Marketing. Create and run email marketing campaigns

→Run Email automation and drip campaign by using Sendgrid

→Generate Leads from a direct outsourcing approach such as LinkedIn

→Conduct research to identify new market and customer needs

- Arrange business meetings with prospective clients
- Prepared Monthly sales value reports

VM Interactive is a digital marketing agency with real passion for driving traffic. We deliver growth through organic search, paid search & social media. We know how difficult it can be for companies to find new customers and clients, so we've developed expertise in ranking sites to the top of major search engines. Our system of developing a strong SEO strategy and leveraging competitive keywords helps our clients rank #1 on Google.

Senew Tech

2 years 5 months

Project Manager/Lead Generation

July 2019 - August 2020 (1 year 2 months)

Lahore, Pakistan

Senior Data Analyst

April 2018 - July 2019 (1 year 4 months)

Pakistan

Education

University of the Punjab

Bachelor's degree, Accounting and Finance · (2015 - 2018)