

Ali Khalid

Business Development Executive

Contact

Address

Mughalpura Lahore,
Pakistan 54000.

Phone

0300 4567462

E-mail

ali.khalid1516@gmail.com

LinkedIn

linkedin.com/in/ali-khalid-
806491201

Experienced Business Development Specialist with a demonstrated history of working in the Information Technology & Services industry. Skilled in Web Research, Data Mining, Data Analysis, Quality Assurance, Freelancing, Lead Generation and E-mail Marketing Campaign in Outlook Mail-merge & Salesforce CRM.

Work History



2023-12-
Current

Business Growth Executive

DevSinc, Lahore, Pakistan



Create email marketing campaign to promote the services of Software Development & IT Staff Augmentation in US, UK, UAE & Canada.

Key Responsibilities:

- ✓ Extract the data by using Skrapp.io, Apollo.io, Snov.io, Seamless.ai & Lead411 tools from LinkedIn Sales-Navigator & different job portals like Glassdoor, ZipRecruiter, Flex jobs, Monster.com, Angellist and Indeed.
- ✓ Prospecting, Generating, Qualifying, Processing, Cold calling and following up on all leads and appointment setting for external sales team.
- ✓ Manage marketing activities including development and scheduling of Campaigns, List segmentation, Reporting, Lead nurturing, A/B testing, Email deliverability, Domain warmup, Unsubscribe emails update all activity in Outlook mail-merge & Salesforce CRM.
- ✓ Monitor and analyze email performance metrics such as open rates, click-through rates, conversions & ROI.
- ✓ Manage Email Deliverability and in Spamming Issues (DKIM, SPF, DMARC, MX).
- ✓ Ensure compliance with data privacy and security regulations, including CAN-SPAM and GDPR.

Skills

Lead Generation



E-mail Marketing



Data Analysis



IT Operations



Freelancing



2021-10 -
2023-03



Lead Generation & Marketing Executive

Kualitatem Pvt. Ltd., Lahore, Pakistan

Kualitatem Inc. is a Software Testing Company which is TMMi level 4 certified.

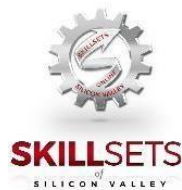
My JD:

Create email marketing campaign to promote the services of Software Quality Assurance and SaaS base tool KUALITEE (Product of Kualitatem) in US, UK, UAE & Canada.

Key Responsibilities:

- ✓ Manage the Email and LinkedIn Marketing Campaigns on platforms like Salesforce & Sales-Navigator.
- ✓ Manage the end-to-end email marketing process, including list segmentation, campaign creation, scheduling, testing, and optimization.
- ✓ Provide periodic reports and updates on lead generation activities, including progress and success rates across all platforms.

2020-05 -
2021-09



Data Entry Executive

SkillSets Online Corporation, Lahore, Pakistan

Key responsibilities:

- Gathering customer's information from GOOGLE, LinkedIn and Company's websites.
- Copy & Paste customer's information and data into GOOGLE online excel sheet.
- Compiling, verifying accuracy and sorting information to prepare source data for computer.
- Reviewing data for deficiencies or errors, correcting any incompatibilities and checking output.

Software

LinkedIn Sales Navigator	<div style="width: 100%;"></div>	Excellent
Skrapp.io	<div style="width: 100%;"></div>	Excellent
MS Office 2020	<div style="width: 80%;"></div>	Very Good
Outlook Mail Merge	<div style="width: 80%;"></div>	Very Good
Salesforce CRM	<div style="width: 70%;"></div>	Good

Languages

Urdu	<div style="width: 100%;"></div>	Excellent
English	<div style="width: 80%;"></div>	Good

Education



2020-09 - 2022-12	Bachelor of Science: Computer Science <i>Riphah International University - Lahore</i> 2 Years Degree Program (ADP) 14-Years of Education (Recognized by HEC)
2021-09 - 2022-08	Undergraduate Diploma: Business Information System & Marketing <i>Pakistan Institute of Modern Studies - Islamabad</i> 1 Year Diploma (Certification) Recognized by Govt. of Punjab
2016-09 - 2019-08	Diploma of Associate Engineering: Electronics Technology <i>Institute of Engineering & Technology - Lahore</i> 3 Years Degree Program (equivalent to F. Sc) Recognized by Punjab Board of Technical Education LHR.

Certifications



	Data Analytics & Business Intelligence (DigiSkills)
	Certified Corporate Sales Associate (SMstudy)
	Advanced Digital Marketing (IDM Pakistan)
	Microsoft Advertising Certified Professional
	LinkedIn Marketing Certified

*Reference will be furnished on demand