

WAQAR AHMED

Business development representative | Client Relations | Sales & Marketing | Customer Service

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SUMMARY

I'm a results-driven professional with a proven track record of driving sales and revenue growth. Skilled in crafting and executing strategies that enhance customer experience and boost performance, I thrive on identifying market trends and increasing brand visibility through impactful marketing initiatives. With strong communication skills and a collaborative mindset, I consistently contribute to delivering outstanding customer experiences and achieving business goals.

EXPERIENCE

Business Development Representative

Zaphyre

07/2024 Present | Karachi, Sindh, Pakistan

A company focused on lead generation and business development

- Working as a BDR in lead generation

Sr Operations Executive

SPCTEK

07/2023 06/2024 | Karachi, Sindh, Pakistan

A company specializing in operational support and customer engagement

- Organized, updated, and maintained customer data in CRM systems for accuracy and accessibility
- Conducted daily product broadcasts on Tradeloop and Brokerbin
- Recorded and tracked all customer interactions (emails, calls, meetings) for consistent follow-ups
- Developed and executed CRM strategies, analyzed customer data, and optimized workflows
- Built strong customer relationships and implemented loyalty programs
- Created category-wise parts lists to offer buyers
- Supported the sales team in managing leads by ensuring proper categorization
- Processed payments for all direct orders
- Advertised products on Google My Business profile

Agent

Tribe Consulting Pvt. Ltd

01/2022 05/2023 | PECHS Tariq Road, Karachi, Sindh, Pakistan

A lead generation call center providing support for various clients

- Worked in a lead generation call center

LANGUAGES

English

Conversational



KEY ACHIEVEMENTS

- Enhanced Customer Loyalty**
Increased customer retention rate by 25% through loyalty programs.
- Sales Growth Achievement**
Boosted online sales by 30% with optimized marketing strategies.
- Lead Generation Success**
Generated 300 leads monthly, significantly exceeding targets.
- Data Management Excellence**
Streamlined CRM system, improving data accuracy by 40%.

EDUCATION

B.com

Karachi University

01/2019 12/2022 | Karachi, Sindh, Pakistan

Associate's degree, Electrical Engineering

Aligarh Institute of Technology

01/2016 12/2019 | Karachi, Sindh, Pakistan

STRENGTHS

- Result-oriented Sales Professional**
Proven ability to drive sales and revenue growth through effective strategies and customer engagement

SKILLS

CRM | ECommerce | EHR | Excel

Email marketing