

BILAL AHMED SOOMRO

Dubai, UAE | +971 58 213 8661

onebilalahmed@gmail.com | Total Experience in Dubai: 2 Years

<https://www.linkedin.com/in/onebilalahmed1>



PROFESSIONAL SUMMARY

Dynamic marketing executive with 3+ years of experience in B2B strategy and lead generation. Skilled in managing teams to meet KPIs and deliverables, with a proven track record in driving sales and achieving business objectives. Expert in lead nurturing, relationship building, and leveraging digital tools to enhance customer engagement and sales growth.

PRACTICAL EXPERIENCE

PROJECT COORDINATOR | Fayafi Investment, Dubai, UAE (3 - Months Contract) | 2024

Fayafi Investment is an Emirati Al Gafli family-owned asset management company focused on regional asset growth.

- Managed a team of 15, ensuring project tasks were completed efficiently and in line with company goals.
- Oversaw lead generation, partnerships, and sponsorships, driving key business objectives and project outcomes.

MARKETING EXECUTIVE | Freelance, Dubai, UAE | 2024

Developed and executed lead generation strategies across multiple industries, including renewables, ev, recycling, and paper.

- Facilitated B2B partnerships for SMEs, connecting them with prominent businesses for long-term contracts and bulk orders.
- Managed copywriting and communication on behalf of the founder, achieving high open rates and response rates.

MARKETING EXECUTIVE | WallStreet Investment (Company Formation), Dubai, UAE (Full-Time) | 2022 – 2024

WallStreet Investment assists individuals in establishing free zone and mainland companies in the UAE.

- Organized lead generation campaigns via Facebook, Instagram, Google Ads, exclusive events, and B2B partnerships.
- Managed a team of 5 sales professionals, helping expats obtain their business licenses within a week.

LEAD GENERATION EXECUTIVE | Global KPO, Netherlands (Remote) | 2021

Global KPO is a specialized HR consultancy focused on filling exclusive roles in the European Tech, AI, and finance sectors.

- Collaborated with the recruitment team to identify targeted candidates in specific regions using Boolean search on LinkedIn.
- Received training on written communication (Email and LinkedIn), ensuring compliance with company standards.

MARKETING EXECUTIVE | PITB Incubation Wing, Lahore, Pakistan | 2019 – 2020

PITB is a government-operated incubator for startups seeking a platform to present their innovative ideas to investors and mentors.

- Worked closely with startups, understanding their marketing requirements, and helping them with B2B partnerships.
- Managed the pitch deck and investor relations on behalf of the legal/tech startup (CauseList) founder as an assistant.

CRM AND PROJECT MANAGER (ENTREPRENEURSHIP SOCIETY) | The University of Lahore, Lahore, Pakistan | 2018 – 2019

UOL's Entrepreneurship Society manages events, workshops, and activities for students to learn from industry professionals.

- Managed outreach and communication with delegates and guests, ensuring smooth engagement and coordination.
- Coordinated logistics for workshops and seminars, collaborating with industry professionals to enhance the experience.

CORE COMPETENCIES

Digital Marketing | Project Coordination | Sales Forecasting | Data Collection and Analysis | Team Collaboration | Copywriting
Sales Forecasting | CRM | Market Research | Organizational Skills | Attention to Detail | Time Management | Problem Solving

EDUCATION

Bachelor of Business Administration, The University of Lahore, 2017 – 2021

Intermediate in Commerce, Forman Christian College, 2015 – 2017

Certifications: Google Ads, Facebook Ads, British Council English Score (B2), also attended various trainings and mentorship programs.
