

Abdul Haseeb

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Professional Summary

Results-driven Business Development and Sales professional with extensive experience in IT hardware sales, digital marketing, and client relationship management. Skilled at building long-term client partnerships, exceeding revenue targets, and leading teams in competitive markets. Recognised for consistently driving business growth through innovation, customer focus, and strong market insights.

Key Skills

- Business Development & IT Hardware Sales (B2B & B2C)
- Digital Marketing (SEO, SMM, PPC, Email Marketing)
- Market Research & Competitor Analysis
- Data Analysis, Reporting & ROI Optimisation
- Customer Relationship Management (CRM) & Client Retention
- Sales Strategy, Negotiation & Deal Closing
- Team Leadership, Training & Performance Management
- Microsoft 365, G-Suite & Google Analytics

Professional Experience

Business Development Manager — Feb 2025 – Present

Nessovo, Lahore

- Leading business growth and partnership initiatives across IT hardware and digital solutions.
- Managing key B2B accounts and securing new corporate clients in competitive markets.
- Developing and executing sales strategies that increased lead conversion and revenue.
- Coordinating with cross-functional teams to ensure seamless project delivery and client satisfaction.
- Conducting market research and competitor analysis to identify new business opportunities.

Customer Sales Manager (IT Hardware Sales) — Jan 2024 – Jan 2025

Ezone, Jeff Heights, Gulberg

- Led IT hardware sales division, consistently surpassing revenue goals.
- Expanded B2B partnerships and strengthened corporate accounts.
- Oversaw alignment of marketing and sales to improve lead quality.
- Mentored sales executives, raising team performance and closing rates.
- Introduced structured reporting methods that improved decision-making.

Customer Sales Manager (IT Hardware Sales) — Jan 2022 – Dec 2023

Zeta, Johar Town, Lahore

- Managed IT hardware sales operations, consistently meeting sales targets.
- Built and maintained strong client relationships, improving retention.
- Delivered sales presentations, negotiated contracts, and closed key deals.
- Trained and guided junior sales staff to improve pipeline conversion.
- Analysed competitor strategies and market data to refine plans.

Senior Business Development Officer — Jan 2019 – Dec 2021

Semalt Digital Agency, Lahore

- Implemented SEO strategies improving website traffic and search rankings.
- Planned and executed PPC campaigns to boost qualified leads and ROI.
- Produced KPI dashboards and client performance reports.
- Managed budgets and optimised campaigns for maximum ROI.
- Supported clients with performance analysis and strategic planning.

Sales Executive — Sep 2015 – May 2018

Protrege Global, Lahore

- Launched new product sales initiatives that surpassed targets.
- Increased company revenue by 34% through effective sales tactics.
- Built a loyal client base and improved customer satisfaction.
- Conducted market research and competitor tracking to refine strategies.

Sales Assistant — Jun 2013 – Nov 2014

Rana Mobile & Game Shop, London

- Assisted customers with purchases and resolved product queries.
- Handled refunds and exchanges while maintaining excellent service.

- Maintained up-to-date product knowledge to drive sales.

Education

Advanced Diploma in Business Management (Level 5), AABPS, London UK — 2014
JETSET English (Level 5), EDI ESOL, London UK — 2012
Intermediate, BISE Lahore PK — 2019
Matriculation in Science, BISE Lahore PK — 2009

Languages

- English (UK) (Fluent)
- Urdu (Native)
- Punjabi (Fluent)

CV last updated: Oct 8, 2025