

Personal details

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Skills

- Sales Leadership 
- Project Management 
- Meta Ads 
- Shopify Development 
- CRM Management 
- Business Development 
- SaaS Marketing & Sales 

Languages

- Urdu 
- English 
- Gujarati 

A results-oriented business development leader with extensive experience in driving revenue growth and managing high-performing sales teams in the software and digital services sectors. Skilled in crafting and executing strategic sales campaigns across global markets, I excel at identifying and capitalizing on upsell opportunities while maintaining strong, long-term client relationships. My expertise lies in streamlining sales processes, leveraging CRM tools for performance tracking, and fostering collaborative environments that enable consistent achievement of ambitious targets.

Education

- Associate's degree, Marketing** Oct 2024 - Present
Khadim Ali Shah Bukhari Institute of Technology
- Intermediate, Computer Science** 2017 - 2018
South City College
- Matriculation, General Science** Jan 2014 - Jan 2015
St. Patrick's High School, Karachi, Karāchi

Employment

- Freelance – eBook Sales & Production Specialist** Aug 2025 - Present
Freelance
 - Managing end-to-end eBook production including formatting, proofreading, structuring, and publishing.
 - Handling client communication, requirements gathering, and project delivery for multiple international clients.
 - Driving consistent eBook sales through optimized listings and publishing strategies.
 - Coordinating with designers and editors to ensure high-quality output and timely completion.
- Assistant Vice President (SaaS Sales)** Dec 2023 - Aug 2025
RetroCube
 - Closed high-value deals with major mobile app and SaaS clients, driving significant revenue growth for the company.
 - Managed key client accounts end-to-end, from acquisition to delivery, ensuring smooth project execution and exceptional customer satisfaction.
 - Oversaw project management processes, coordinated cross-functional teams, and maintained strong relationships to support client success and long-term retention.
- Assistant Vice President (Web App Sales)** Mar 2023 - Jan 2024
techigator., Sindh, Pakistan
 - Led a sales team of 8 professionals, providing training, mentorship, and performance management to exceed sales targets consistently.

- Implemented data-driven sales strategies and CRM tools to optimize the sales pipeline and enhance lead conversion rates.

Assistant Vice President**Jul 2022 - Mar 2023**

Olive Digital Pvt Ltd

- Closed high-value deals with major mobile app and SaaS clients, significantly increasing company revenue.
- Coordinated cross-functional teams to support project management and client success initiatives.

Sales Manager**Sep 2021 - Jul 2022**

Olive Digital Pvt Ltd

Identified and capitalized on upsell and cross-sell opportunities within existing accounts, increasing average deal size by 40%.

Senior Sales Executive**Jan 2021 - Sep 2021**

Olive Digital Pvt Ltd

Enhanced my skills in cold calling and digital advertising lead management, resulting in consistent overachievement of targets.

Senior Business Development Executive**Sep 2020 - Jan 2021**

ABTACH LTD, Karāchi, Sindh, Pakistan

Designed and implemented comprehensive sales pipelines and lead management systems.

Retention and Support Specialist**Jan 2019 - Sep 2020**

Tribe Consulting (Pvt.) Ltd., Karāchi, Sindh, Pakistan

Develop and implement retention strategies that reduce client churn and increase customer loyalty.

Courses

**Diploma in Digital Marketing & E-Commerce
from IOBM****Aug 2025**

- Facebook Marketing
- Youtube Marketing
- Instagram Marketing
- Twitter Marketing
- Google Marketing
- LinkedIn Marketing