

Salman Anjum

Business Development Executive

📧 salmanshahzad0712@gmail.com 🔗 <https://www.linkedin.com/in/salman-anjum0712/>

SUMMARY

Highly-driven Business Development Executive with 2 years of experience in the digital and agile environment. Proven ability to identify and develop new growth markets and maintain and grow existing accounts. Adept at networking with decision makers, conducting business introductions, and growing a customer base. Excellent communications and presentation skills with proficiency in CRM and MS Office

EXPERIENCE

Business Development Executive

Devsinc

📅 2024 - Present

Identified new business opportunities and maintained existing accounts resulting in 14% increase in revenue.

- Developed successful go-to-market strategies resulting in 18% increase in new project wins
- Managed a portfolio of 10+ existing accounts and expanded business with 14% growth in revenue
- Generating leads using Tools such as LinkedIn, Sales Navigator, Indeed, Websites, Cold Calling, email campaigns, Discord channels, Upwork
- Used CRM tools such as Apollo, Salesforce, HubSpot, Outreach.io for better data tracking & execution
- Implemented lead enrichment processes to enhance the quality of the company's prospect database
- Contributed to the internal Palo IT life through organizing and participating in events and trainings

Business Development Associate

Zecsn Technologies

📅 2023 - 2024

Generated new leads and expanded business with existing accounts resulting in a 10% increase in revenue. Analyzed clients' needs and identified creative solutions. Coordinated with the sales team and customer service team to resolve client issues.

- Identify and connect with senior management at Corporate Houses with respect to expand the business and cater their services
- Prepared detailed presentations and dashboards with market analysis, financial projections, compiled demographics, and competition data using MS Office
- Building and maintaining strong relationships with existing clients to ensure client satisfaction and repeat business
- Produced high quality lads for large accounts managed by senior executives; 45% of all leads resulted in closed transactions

EDUCATION

Bachelor of Business Administration

NUCES University

📅 2015 - 2019

Masters of Business Administration

NUCES University

📅 2019 - 2020

LANGUAGES

English Native ●●●●● Urdu/Hindi Native ●●●●●

STRENGTHS



Sales Growth

Achieved 1st Position award for generating revenue at Afterimagey Studios. Generated 20% in profit from the capital given



Collaboration

16 new contracts in the companies from Tech & Non-Tech industries over 1.5 years



Attention to Detail

Ensured contract details were accurately documented and executed to ensure successful project delivery.

SKILLS

Prospecting

Account Management

Sales Strategy

Consultative Selling

Lead Generation

Client Relationship Management

Appointment Setter

Closer

Data Analyst

Presentation Skills

Team Player

Selfless

Contract Negotiations

LinkedIn

Sales Navigator

Outreach.io

Seamless

Job Boards

Email Campaigns

Cold Calling/Open Phone

Discord Channels

Upwork

B2B

B2C

C2C

Apollo

Salesforce

Hubspot

ACHIEVEMENTS



Client Retention

Maintained strong relationships with key clients, resulting in a 95% client retention rate.