

Muhammad Mudassar Shabbir

Business Development Manager

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Results-oriented Business Development Manager with **6+ years** of experience in **cybersecurity SaaS**, **Web3**, and **e-commerce**. Expert in lead generation, deal closure, and revenue growth. Skilled in strategic planning, market analysis, marketing campaigns, and client relationship management, leveraging emerging technologies to drive business success.

EXPERIENCE

Sales and Marketing@ Devsinc

Lahore, Punjab | Jan 2019 - Jan 2021

- **Challenge:** Improved the company's client engagement and lead generation efforts in a highly competitive market.
- **Action:** Conducted market research to identify opportunities, implemented a CRM system, and launched strategic marketing campaigns.
- **Result:** Increased lead conversion rates by 20% and established partnerships with three key clients, boosting overall revenue.

Business Development Manager @ Infies Influence

Remote, US | Jan 2021 - Feb 2022

- Developed strong client relationships through effective communication in a remote setting.
- Exceeded sales targets by implementing strategic marketing techniques.
- Developed and executed targeted campaigns, increasing client acquisition by 35% within a year. Established remote communication protocols that improved client retention rates by 30%.

Marketing Manager@ IMMedia

Remote, India | Apr 2022 - Apr 2023

- **Challenge:** Expand the company's digital footprint and improve campaign ROI for multiple clients.
- **Action:** Managed multi-platform ad campaigns Facebook, Google, Meta Ads and implemented A/B testing to optimize performance.
- **Result:** Achieved a 35% increase in client engagement and a 25% growth in ROI across campaigns.

Sales and Account Executive@ SecureFlo

Remote, US | May 2023 - Nov 2024

- **Challenge:** Drive new business while nurturing existing accounts in the cybersecurity space.
- **Action:** Developed and executed a sales strategy targeting SMBs and enterprises, focusing on cybersecurity solutions.
- **Result:** Secured \$150,000 in new deals within six months, while increasing client retention by 30% through consistent follow-ups and exceptional account management.

TECHNICAL SKILLS

Accounting | Business Management | Content Writing | Social Media Management | Leadership | Creativity | Marketing, Financial Research | Technical Writing | Report Writing, Digital Marketing | Product Descriptions | Email Marketing, Cold Calling | Lead Generation | Facebook Ads | Google Ads | Meta Ads

ACCOMPLISHMENTS

- Consistently Exceeded Lead Generation Targets: Successfully generated 10 qualified leads per month, surpassing the required target of 3, consistently driving significant new business opportunities and growth for the company
- Secured Over \$600,000 in Funding: Spearheaded efforts to generate over \$600,000 in funding for my previous companies, contributing to its financial stability and enabling key initiatives for their long-term success.
- Multiple Employee of the Month and Year Awards: Recognized as Employee of the Month and Year multiple times across various companies for exceptional performance, commitment to excellence, and consistent delivery of outstanding results.

EDUCATION

University of the Punjab
Master in Business Administration

May 2018 - Feb 2024

University of the Punjab
Bachelor in Business Administration

Jul 2016 - May 2018