

# MUZAMIL QAMAR

## BUSINESS DEVELOPMENT & MARKETING MANAGER

### CONTACT

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### PROFILE

Results-driven Business Development & Marketing Manager with 8+ years of experience in driving revenue growth, market expansion, and strategic positioning across diverse industries. Passionate about crafting and executing high-impact strategies, I thrive on identifying opportunities, optimizing sales pipelines, and delivering measurable success. Seeking a leadership role where I can leverage my expertise to drive business growth and align with the company's long-term vision

### SKILLS

- Business Development
- Strategic Planning
- Market Research
- Team Leadership
- Marketing Campaigns
- Project Management
- Adaptability
- Leadership and Team Development
- Goal-Oriented
- Problem-solving
- Communication Skills
- Networking and Relationship Building

### WORK EXPERIENCE

#### Sales & Marketing Manager

**Dynamics Solution & Technology (DST)** 2024 Dec - Present

- Driving a 16% increase in market visibility and unlocking opportunities for large-scale enterprise-level projects in real estate, retail, Logistics, automotive, and manufacturing.
- Spearheaded sales strategies that resulted in a 15-20% Quarter-over-Quarter revenue increase, consistently achieving and surpassing quarterly sales targets by an average of 113%.
- Directed the international launch of core product line, expanding market presence to 4 new countries and achieving 25% increase in international client acquisitions.
- Designed and executed a multi-channel business development strategy, generating a increase in qualified leads and improving conversion rates through targeted outreach and data-driven decision-making.
- Implemented a robust strategy, leveraging LinkedIn, PPC campaigns, and targeted email marketing to build awareness, resulting in a 30% growth in website traffic and a 12% boost in sales inquiries from the target market.
- Streamlined the sales cycle by aligning sales, marketing, and technical teams, reducing the average deal closure time and enhancing client satisfaction scores.
- Conducted over 160+ strategic client meetings Quarterly, delivering tailored product demonstrations and solutions that secured contracts with high-value clients, contributing growth in enterprise accounts.

#### Senior Manager Sales & Business Development

**CrecenTech Systems Limited** 2023 July - 2024 Dec

- Formulated and executed strategic partnerships with industry leaders, enhancing CrecenTech's market presence and opening new avenues for collaborative digital transformation projects.
- Responsible for the overall management of all strategic and operational Marketing and Customer Relationship activities.
- Managed the development and international launch of products and led consistent double-digit month-on-month growth to scale the product internationally
- Facilitated seamless collaboration between sales, marketing, and technical teams, fostering a holistic approach to client engagement and solution delivery.
- Oversaw implementation of go-to-market strategy and digital marketing channels to build awareness among target market clients
- Designed and executed combined inbound and outbound (Pre-Sales) business development strategy to generate leads and drive conversions.
- Plan and conduct client meetings, provide application/Features demonstrations and present proposals.

### EDUCATION

Master's In Computer Science

**IU (International University of applied Science) Germany**

Bachelors in Business

**University Of The Punjab**

Intermediate ( I.com )

**Concordia Colleges**

Matriculation ( Science )

**Beaconhouse School System**

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## EXPERTISE

- Developing and executing effective strategies to drive business growth, expand market share, and increase revenue.
  - Conducting in-depth market analysis and research to identify new opportunities, customer needs, and market trends.
  - Creating and implementing comprehensive marketing and business development plans aligned with company goals.
  - Demonstrating strong sales and negotiation skills to close deals, forge partnerships, and drive business opportunities.
  - Utilizing digital channels such as social media, LinkedIn, content marketing, and email campaigns to drive brand awareness and customer engagement.
  - Leveraging CRM systems ( Hubspot, SalesForce ,Dynamics 365 , Zoho ) to nurture customer relationships, enhance customer satisfaction, and drive repeat business.
  - Utilizing data analytics to derive actionable insights, optimize marketing efforts, and improve ROI.
  - Identifying challenges and proactively devising solutions to address complex business issues.
  - Setting clear objectives, tracking progress, and achieving measurable outcomes.
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## WORK EXPERIENCE

### Business Development & Marketing Manager

IPPBX ( IT Consulting )

2022 Sep - 2023 July

- Exhibited an awareness of the most recent market trends and directions while providing market insights and discerning customer demands
- Increased Revenue cycle Upto 30% by implementing the New Business Development funnel and Boosting the sales infrastructure.
- Developed a digital media strategy to market the product in the international markets which resulted in 55% Increase in SQL (Sales Qualify Leads)
- Developed a competitive digital landscape for improved conversion rates and Improved retention.
- Reviewed and evaluated prospect data and lead generation techniques, resulting in new business opportunities
- Implemented Sales training program for new and existing employees, increasing the average sales volume.
- Proficient in Proposal Writing and Bidding Strategies.
- Conducted in-depth market analysis leading to the identification of new niche markets and a 25% increase in market share.
- Implemented an automated CRM system (Salesforce), reducing lead conversion time Upto 30%.
- Received 'Top Business Development Manager of the Year' award

### Manager Business Development

CarFirst

2021 July -2022 Sep

- Ensure high standards of customer service within the division/section to enhance brand image and customer experience, fostering long-term client relationships.
- Provide data-driven insights and recommendations to senior management, influencing key decisions related to sales and promotional activities to drive business growth.
- Actively involved in brand strategy, departmental performance reviews, sales trends, cost analysis, and quarterly performance evaluations, leveraging insights to enhance profitability.
- Execute and maintain an efficient sales pipeline, optimizing conversion rates and ensuring consistent revenue flow.
- Collaborate with Quality Control teams to develop and implement new processes and policies, maximizing growth in lead generation and sales efficiency.
- Strategically plan and introduce new lead management strategies, significantly improving the Lead Life Cycle and conversion success rates.
- Design and implement employee training and development programs, enhancing skill proficiency and boosting overall productivity

### Operation Supervisor

Abacus Consulting

2020 January -2021 July

- Implemented process improvements that resulted reduction in operational inefficiencies, leading to cost savings and improved productivity.
  - Successfully led and managed a team of 35+ employees, fostering a positive work environment and achieving team targets consistently.
  - Implemented robust quality control measures that led to a 30% decrease in errors and customer complaints, improving overall service quality.
  - Strengthened client relationships by implementing customer feedback mechanisms, resulting in a 15% increase in client satisfaction and retention.
  - Implemented automation solutions that reduced manual intervention, resulting in a 22% increase in operational efficiency.
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## WORK EXPERIENCE

### Business Development Lead

2017 Jan- 2020 January

#### AWKITS

- Established strategic partnerships with key enterprise clients and industry leaders, expanding the company's footprint in the tech ecosystem and unlocking new business opportunities.
- Identified and penetrated new markets, successfully launching cutting-edge technology solutions that led to a 20% increase in customer acquisition and market share growth.
- Acquired and onboarded high-value enterprise clients, including Fortune 500 companies and industry disruptors, significantly contributing to revenue expansion and business scalability
- Revamped sales processes by implementing CRM automation (Salesforce) and optimizing workflows, reducing lead-to-conversion time and improving overall sales efficiency.
- Conducted thorough market research and competitor analysis, providing valuable insights that led to the development of tailored service packages

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## Achievements & Certifications

- Awarded for securing the largest contract of the year, which had a significant positive impact on the company's revenue and reputation.
  - Honored with the Customer Excellence Award for consistently delivering exceptional customer service and building strong client relationships.
  - Recognized as the Innovator of the Year for introducing a unique approach to lead generation that significantly improved sales conversion rates.
  - LUMS German Language B1 & B2
  - IELTS Band 7.5
  - Acknowledged for exemplary leadership qualities and the ability to inspire and guide the sales team to achieve exceptional results
  - Recognized as the Innovator of the Year for introducing a unique approach to lead generation that significantly improved sales conversion rates.
  - HubSpot Inbound Marketing Certification
  - Google Ads Certification
  - Google Analytics Certification
  - Google Digital Garage Certification
  - Certified Business Development Professional (CBDP)
  - Certified Business Relationship Manager (CBRM)
  - Google Project Management: Professional Certificate (coursera)
  - Developed key business relationships at global summits, identifying new opportunities and expanding the company's reach. ( Gitex / Leap / WebSummit / Step Dubai )
  - Instrumental in securing strategic investments for CrecenTech Systems by effectively showcasing our innovative solutions at prominent tech events worldwide. Through compelling presentations and strategic networking, successfully captured the attention and interest of key investors, resulting in substantial funding support for the company's growth initiatives.
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