



SYED IRTIZA

syedirtizazaidi@gmail.com

+92 335 017 3323

Business Development & Sales at Carbonteq | MBA CU London

[Linkedin](#)

Business Development & Sales Specialist with a proven record in driving revenue growth, executing strategic sales outreach, and optimizing email deliverability to maintain a robust IP reputation.

Skilled in mentoring SDRs and deploying data-driven outbound campaigns, I leverage multi-touch engagement strategies to maximize conversion rates and ensure optimal inbox placement.

Achievement

- Designed an outbound email campaign generating 30+ responses & 5 meetings in a month.
- Enhanced email deliverability and open rates from 15% to 60%.
- Helped a startup raise 1.2M in funding.
- \$100,000 of revenue in a year.
- Secured 5 high-value LinkedIn meetings in 15 days, closing 2 deals worth \$50,000.

Skills

- Communication
- Team Leadership & Coaching
- CRM & Sales Tools Proficiency
- Strategic Thinking
- Lead Generation & Prospecting
- Strategic Thinking
- Performance Monitoring & Reporting
- B2B Sales
- Market Research & Analysis

Employment History

Business Development & Sales at Carbonteq, Lahore

December 2022 - Present

- Lead and mentor SDRs.
- Source leads from job platforms and create customized email outreach.
- Build prospect lists using LinkedIn and Apollo.io, and carry out outbound email campaigns.
- Generate LinkedIn content and engage with founders through targeted outreach.
- Email Deliverability Expertise: Monitor IP reputation and improve sender scores.

Achievement

Developed and executed a Sales Outbound Campaign that increased the reply rate by 50%.
Developed and implemented a lead generation strategy that enhanced valuable prospects by 20%.

Business Development & Marketing at OpusAI, Lahore

January 2022 - November 2022

- Promoted Common Coin (Opus Crypto Currency) to gaming and NFT platforms.
- Executed a US on-campus marketing campaign, collaborating with influencers to boost awareness.
- Closed a deal within the first month of probation, outperforming peers.

Marketing Officer at Masood Textile Mills, Lahore

January 2021 - January 2022

- Managed client relationships and executed targeted market research.

Education

Master of Business Administration, Coventry University London

October 2018- October 2019

Modules studied include, Project Management, Managerial Finance, CSR, Human Resource Management, Business Research & Development, Marketing and Leadership.

Business Development Project

- Developed business proposal for Lucocoa Chocolate (London Based Chocolate Company) to penetrate UK market through immaculate business research implementing framework and strategies.
- Managed cocoa beans trade through market research which enhanced company's profit by 11%.

CMI Level 7 in Leadership and Strategic Management, Chartered Management Institute

October 2019- January 2020

- Developed strategic management and leadership expertise for senior, regional, and specialist roles.
- Gained skills to drive business activities and decision-making at a high level.
- Covered key competencies in operational leadership, business accountability, and strategic planning.

Bachelor of Engineering, UET Lahore

July 2013- July 2017

- Modules studied include Heat and Mass transfer, Thermodynamics, Fluid Mechanics,