

SYED FARHAN SAEED

Business Development Executive | B2B Lead Generation

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PROFESSIONAL SUMMARY

Results-driven Business Development Executive with 3+ years of experience in B2B lead generation, client acquisition, pipeline management, and digital marketing within the IT and tech sector. Skilled in pitching and closing full-stack, cloud, and AI/automation services (Python/Django, MERN, Next.js, AWS, Azure, GCP, n8n, Voice Agents, MCP) to international clients through LinkedIn Sales Navigator, Upwork, and 10+ lead generation platforms. Track record of generating \$5,000+ in monthly revenue, growing client bases by 30%+, and maintaining 100% client satisfaction across active projects. Available for immediate hire.

CORE COMPETENCIES & SKILLS

Lead Generation: LinkedIn Sales Navigator, LinkedIn Premium, Upwork Bidding & Proposal Writing, Crunchbase, AppSumo, Y Combinator, Pitch Ground, Merchant Circle, G2.com, AllEvents.in, 10Times.com, Eventbrite, Yelp

Tech Stacks Sold: Python/Django, JavaScript/TypeScript, React.js, Next.js, Node.js, MERN Stack, Full Stack, Front-End, Back-End Development

Cloud & DevOps: AWS, Microsoft Azure, Google Cloud Platform (GCP)

AI & Automation: AI Engineering, n8n Automation, AI Automation Solutions, Voice Agents Development, MCP Integrations

Digital Marketing: Facebook Business Suite, Instagram for Business, LinkedIn Campaign Manager, Canva, Adobe Photoshop, Adobe Illustrator

Analytics & CRM: Google Analytics, Facebook Insights, Instagram Insights, Pipeline Management, CRM Tools

Other: Client Acquisition & Retention, Cold Email Outreach, Market Research, Content Creation, Resource & Interview Management, Cross-functional Collaboration, Trello, Slack, Microsoft Teams, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Business Development Executive | Xoraix Technology | Jan 2026 - Present

- **Drive B2B lead generation across multiple platforms**, including LinkedIn Sales Navigator, Upwork, and targeted cold outreach campaigns, consistently building a qualified sales pipeline.
- **Generate \$5,000+ in monthly revenue** for the company through new client acquisition and ongoing account management, with a focus on scaling further.
- **Pitch and close projects across a broad technology stack**, including Python/Django, JavaScript/TypeScript, React.js, Next.js, Node.js, MERN Stack, AWS, Azure, GCP, and AI/Automation solutions including n8n, Voice Agents, and MCP Integrations.
- **Conduct daily resource interviews** and manage internal talent pipeline to align delivery capacity with incoming project demand.
- **Develop and execute outreach strategies** for Full Stack, Front-End, Back-End, and Cloud & DevOps services, positioning Xoraix as a go-to tech partner for international clients.

Business Development Executive | Game Chaser Studio | Feb 2025 - Dec 2025

- **Spearheaded client acquisition strategy**, securing 5+ new project contracts and driving a 30% expansion in the studio's active client base within 14 months.
- **Built and managed a high-quality B2B lead pipeline** through targeted outreach via LinkedIn Sales Navigator, Upwork, Crunchbase, and event-based platforms.
- **Aligned cross-functional teams with business development goals**, ensuring on-time delivery and 100% client satisfaction across active projects.

Associate Business Developer | Dev Console | Feb 2024 - Jan 2025

- **Generated a consistent pipeline of qualified US IT market prospects** via LinkedIn Premium, Sales Navigator, and 10+ platforms including Crunchbase, G2.com, AppSumo, Y Combinator, Pitch Ground, Merchant Circle, AllEvents.in, 10Times.com, Eventbrite, and Yelp.
- **Managed end-to-end Upwork bidding**, crafting tailored proposals and identifying high-value freelance projects, growing the company's freelance client base quarter-over-quarter.
- **Drove brand awareness through strategic social media management** across LinkedIn, Facebook, and Instagram, including content creation, job campaigns, and promotional posts.
- **Conducted competitor and market research** to sharpen outreach messaging, improving lead-to-meeting conversion rates through data-driven sales strategies.
- **Maintained long-term client relationships** via consistent professional communication, contributing to high retention and repeat referral business.

EDUCATION

B.Sc. Computer Science

Allama Iqbal Open University (AIOU), Islamabad | 2018 - 2022

CERTIFICATIONS

Game Development (Feb - Aug 2022) | Basics of 3D Animation (Jan - Jun 2019) | Graphic Designing (Jan - Jun 2018)