



Areeba Fatima

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ABOUT ME

A results-driven professional with over 4 years of experience in sales and business development, specializing in account management and project coordination within the tech industry. Holding a degree in Business and Information Technology, I excel in communication, negotiation, and relationship-building. Proven expertise in software, digital marketing, and Microsoft Dynamics 365 sales, with a strong focus on achieving targets and fostering long-term client relationships.

WORK EXPERIENCE

Sales Account Executive (Web Development & Software)

Maven Up Creatives (Remote) [06/2024 – Current]

City: Lahore | Country: Pakistan

- Manage daily leads generated through email campaigns.
- Utilize CRM for data and task management.
- Conduct client calls for WordPress and Shopify projects.
- Maintain continuous engagement with clientele.
- Conduct discovery calls and gather requirements.
- Close deals with efficient negotiations.

Sales Development Representative

Devsinc [10/2023 – 06/2024]

City: Lahore | Country: Pakistan

- Collaborated with the Dynamics squad to manage and engage new leads.
- Developed strategies to reach B2B clients.
- Optimized LinkedIn campaigns and cold outreach.
- Utilized CRM tools like HubSpot and Sales Navigator for lead generation.
- Engaged C-level executives, created opportunities, and conducted negotiations.

Sales Development Representative

Softpers [05/2023 – 10/2023]

City: Lahore | Country: Pakistan

- Executed LinkedIn optimization and cold outreach campaigns.
- Employed data enrichment tools for lead generation.
- Engaged with C-suite executives to create opportunities and negotiate deals.

Sales Development Representative

Tags [12/2022 – 03/2024]

City: Lahore | Country: Pakistan

- Optimized bidding profiles on Upwork and Fiverr.

- Managed LinkedIn outreach and client engagement.
- Conducted online meetings and communications with clients.

Project Coordinator

CODESUITE [09/2021 – 11/2022]

City: Lahore | Country: Pakistan

- Scheduled and conducted meetings to gather client requirements.
- Managed multiple ongoing projects and stakeholder communications.
- Negotiated budgets and deadlines, handling scope changes effectively.
- Enhanced team collaboration and self-development.
- Analyzed requirements and negotiated with clients.

Business Development Officer

The Smile Tech [11/2019 – 02/2020]

City: Lahore | Country: Pakistan

- Conducted cold calling and follow-ups.
- Engaged with clients and converted plans into working modules.

INDUSTRY EXPERIENCE

QUIX

A German Service technician app for underground workers.

ERP SYSTEM

An Enterprise-level ERP system for UK-based Clients.

Bongalo (Admin-dashboard)

An African Airbnb for Travel & Accommodation.

Moodflik

Social media app like Instagram. (UK)

Luma

A project management software tool like JIRA and Trello. (US)

Employee Managment Tool

A tool just like an Excel sheet to manage employee tasks. (UAE)

Shakespeare Tool

A tool to automate business lead generations.

TOOLS

LinkedIn Sales Navigator, JIRA, TRELLO, HubSpot, Apollo etc

OTHER SKILLS

Time management, communication, Scrum meetings, content writing, team leadership, problem-solving, interpersonal skills, cold calling, lead generation.