

USAMA ARSHAD

Lahore, Punjab, Pakistan

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SUMMARY

Business Development Specialist with a Computer Science background, specializing in technical sales, B2B lead generation and outbound outreach. I excel at translating complex software and AI requirements into high converting proposals, qualifying decision makers and building predictable sales pipelines for tech enterprises.

EDUCATION

Bachelor of Science (BS), Computer Science

February 2022 – January 2026

The University of Lahore

FSC, Pre-Medical

February 2019 – November 2021

Oxbridge College

EXPERIENCE

Neksogix

Lahore, Pakistan

Senior Business Development Executive

May 2026 – Present

- Manage and execute Upwork based business development, including job research, opportunity identification, proposal writing, bidding and client communication.
- Drive client acquisition through LinkedIn outreach, targeted prospecting and personalized communication with potential decision makers.
- Research and qualify prospects based on industry, company profile, business needs and potential service requirements.
- Develop tailored proposals and outreach strategies to convert qualified leads into meaningful business opportunities.
- Handle client communication and follow-ups throughout the sales process from initial outreach to negotiation and closing.
- Collaborate with technical teams to understand client requirements and align proposed solutions with project needs.
- Contribute to business growth through consistent lead generation, relationship building and outbound sales activities.

Business Development Executive

November 2025 – April 2026

- Managed client acquisition through LinkedIn outreach, cold email campaigns and targeted prospecting.
- Generated and qualified B2B leads by researching companies, decision makers, industries and potential business opportunities.
- Managed freelancing platform bidding, including opportunity research, proposal writing, customized pitches and client communication.
- Developed and implemented personalized outreach strategies to connect with potential clients and generate qualified sales opportunities.
- Prepared tailored business proposals based on client requirements and coordinated with technical teams to align solutions with project needs.
- Managed client communication, follow ups and relationship building activities throughout the sales process.
- Identified new business opportunities and contributed to converting prospects into potential clients through consistent outreach and follow up.

- Maintained prospect and opportunity information to support an organized and effective business development pipeline.

Business Development Intern

August 2025 – October 2025

- Assisted in lead generation and prospect research to identify potential clients and business opportunities.
- Supported LinkedIn and email outreach activities to engage prospective clients and generate new leads.
- Conducted market and company research to identify relevant prospects based on industry, location and business needs.
- Assisted in preparing proposals, client communications and follow up strategies under senior guidance.
- Gained exposure to freelancing platform activities, including opportunity research and proposal submissions.
- Maintained prospect information and tracked outreach and business development activities in an organized manner.
- Collaborated with senior team members to understand client requirements and improve sales and outreach strategies.

SMJ Solutions Ltd. (CMIT)

Rahim Yar Khan District, Pakistan

Business Development Specialist

July 2026 – Present

- Generate and qualify B2B leads through multiple channels, including LinkedIn, email outreach, Google, business directories and lead generation platforms.
- Conduct market and company research to identify potential clients, decision makers, business needs and sales opportunities.
- Execute personalized LinkedIn and email outreach campaigns to connect with relevant prospects and initiate business conversations.
- Build targeted prospect lists based on industry, location, company size, job title and other ICP criteria.
- Research prospects using tools such as Apollo.io, LinkedIn, Google Maps and other lead intelligence platforms.
- Identify potential opportunities for software development, web and mobile solutions, digital marketing, SEO, CRM, automation, AI and business management solutions.
- Track prospect information, outreach activities, and opportunity insights to support an organized and data driven business development process.
- Support the overall sales pipeline through prospecting, lead qualification, follow ups and relationship building.

Forever Living Products Middle East

Pakistan

Sales and Marketing Specialist

June 2023 – Present

- Managed client outreach and product promotion activities.
- Built and maintained customer networks.
- Supported sales campaigns and team coordination.
- Contributed to marketing and customer engagement efforts.

Artificial Intelligence Community of Pakistan

Lahore District, Pakistan

Campus Ambassador and Programming Intern

August 2023 – April 2024

- Organized AI seminars, workshops, webinars and hackathons.
- Built partnerships for internships and technical training programs.
- Developed AI-based solutions using Python and C++.
- Worked on debugging, testing, optimization and system design.
- Contributed to student engagement and technical awareness initiatives.

Communications Specialist

August 2023 – December 2023

- Managed international client communication for USA logistics operations.
- Handled dispatch coordination and deal closing.
- Generated leads and supported sales operations.
- Improved workflow efficiency and client onboarding processes.

SKILLS

Business Development	B2B Lead Generation, Client Acquisition, Pipeline Management
Sales & Outreach	LinkedIn Outreach, Cold Email, Prospecting, Follow-ups, Client Communication
Freelance Bidding	Upwork Research, Opportunity Identification, Proposal Writing, Customized Pitches
Lead Research	Apollo.io, LinkedIn, Google Maps, Business Directories, Lead Intelligence
Business Analysis	Prospect Qualification, ICP Research, Market Research, Decision-Maker Research
Technical Understanding	Software Development, AI Automation, Web & Mobile Solutions, CRM, SEO
Soft Skills	Communication, Relationship Building, Negotiation, Team Collaboration