



WILLAY HAIDER

Business Development Representative

Contact

Phone

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Email

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CNIC

3230252472705

Education

Intermediate in CS

Punjab Group of Colleges
2024 - 2026

Matriculation

BeaconHallSecondary School
2022 - 2024

Certifications

- Google Analytics Certification (Google)
- Data Analytics Job Simulation (Deloitte.)
- Matriculation (BHSS)
- Cybersecurity (ADBI Institute)
- Exploring AI Use Cases and Applications (AWS)

Language

- English
- Urdu
- Punjabi
- Saraiki

Professional Experience

2023

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2024

Sales at Online/Offline Marketing

- Led online and offline sales campaigns via WhatsApp, TikTok, Meta, Facebook Marketplace, and in-person outreach to generate consistent weekly orders.
- Managed the full sales cycle, needs discovery, product demos, pricing and negotiation, invoicing, and cash/digital payments; maintained accurate daily logs.

2024

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2025

Sales Develoment Representative

- **Lead Generation**
Finding potential customers through LinkedIn, emails, calls, or databases.
- **Cold Calling / Cold Emailing**
Contacting people who have not interacted with the company before through Cold calls.
- **Lead Qualification**
Checking if the prospect is the decision maker, actually needs the product, and has the budget to buy.
- **Setting Meetings**
Providing MQLs, SQLs, and scheduling meetings or demos for seniors.
- **CRM Updates**
Recording real-time customer live calls and information for the business owner's satisfaction.

Skills

Computer Operator
Networking Skills
Leader Ship

Persuation Skills
Communications Skills
Adaptability

References

Will be provided on demand