AGHA AHMED



Business Development Manager | Upwork & LinkedIn Lead Generation
B2B Sales | Growth Specialist

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PROFESSIONAL SUMMARY

Business Development and Growth professional with 5+ years of experience and $500K+ in closed business across Upwork, LinkedIn, Fiverr, direct B2B sales and paid ads. Built Upwork departments and agency profiles from scratch for Full Stack (MERN, ROR), AI/ML and Mobile App services, including two US-based accounts, and turned around an underperforming profile from 64% to 100% Job Success Score with Top Rated status. Built and lead a 10-person growth team covering LinkedIn, social media, Upwork and email marketing, and project-managed the launch of a company-wide HRMS platform. Combines a Computer Science background with strong proposal writing, client discovery and project management skills to turn client pain points into long-term partnerships.

PROFESSIONAL EXPERIENCE

Business Development Manager & Growth Specialist — **Nov 2025 – Present**
Redfort Technologies — *Pakistan*

- Drove ~$200K–$250K in total revenue across LinkedIn outreach, Upwork, direct B2B sales and paid ad campaigns.
- Closed 5 client engagements through LinkedIn outreach worth $150K–$170K per year.
- Built and manage two US-based Upwork accounts from scratch, winning hourly contracts at $65/hr (2) and $30/hr (3) plus several smaller fixed-price projects.
- Turned around an underperforming Upwork profile, raising Job Success Score from 64% to 100% and achieving Top Rated status with $10K+ in profile earnings.
- Built the growth team from the ground up, starting as a solo contributor; hired and trained interns and now lead 10 people across LinkedIn (4), social media (3), Upwork (2) and email marketing (1).
- Closed 5–7 direct B2B clients, including sales of B2B Point-of-Sale (POS) solutions, and acquired 18 clients through Meta Ads campaigns.
- Designed the digital marketing strategy and oversee execution of email campaigns, social media and LinkedIn brand-building.
- Project-managed the launch of an in-house HRMS platform now used company-wide for daily task management, internal chat and ticketing, replacing third-party tools like Slack and Jira.
- Act as project manager for client projects: gather requirements, translate them into clear scopes, and manage developers through to delivery.

Business Development Manager — **Jul 2024 – Nov 2025**
TechXpert — *Islamabad, Pakistan*

- Generated ~$80K in total business across Upwork and Fiverr.
- Set up the Upwork business development department from scratch and built agency profiles for Full Stack Development and AI/ML services.
- Led a 3-person Upwork team while also advising the Fiverr, social media and LinkedIn teams on growth strategy.
- Expanded into Fiverr operations, optimizing gigs, handling buyer communication and closing deals.
- Built the company's social media presence and created a LinkedIn strategy for brand awareness and lead generation.

Business Development Executive – Upwork Team — **May 2023 – Jul 2024**
Xeven Solutions — *Lahore, Pakistan*

- Contributed to ~$200K in closed Upwork business as part of the Upwork business development team.
- Managed multiple Upwork profiles covering MERN Stack, AI/ML, Ruby on Rails (ROR) and Mobile App Development.
- Wrote tailored proposals based on careful job analysis and the client's pain points.
- Ran client discovery and requirement-gathering conversations, then turned needs into clear scopes for technical teams.
- Collaborated with developers and project managers through pre-sales and project handover in a corporate team environment.

Business Developer **Oct 2021 – Apr 2023**
Hextech Developers *Taxila, Pakistan*

- Generated ~$30K in total business through Fiverr, social platforms and direct outreach for an early-stage software startup.
- Closed projects and stayed the main point of contact for clients through to successful delivery.
- Took on multiple roles across sales, client communication and project coordination in a fast-paced startup.

EDUCATION

Bachelor of Science in Computer Science (BSCS)
University of Wah, Pakistan

PROJECTS & PROGRAMS

Team Lead – Healthcare App Project, NECP (Government of Pakistan Startup Program) Feb 2021 – Jul 2021
Led a team of 5 developers for six months building a healthcare application under a government-backed startup program.

Smart Water Tank System (IoT) – Runner-Up, IoT Mania '22 2022
Built an IoT-based smart water tank system that placed runner-up at the University of Wah project exhibition.

CERTIFICATIONS

MERN Stack Bootcamp (300 Hours) – CARE Pvt Ltd
Industry-readiness program run in collaboration with PSEB, P@SHA and IT industry partners.

Cyber Security Awareness Training
Five-day, 30-hour training covering core areas of cyber security and its specialist fields.

AWARDS & LEADERSHIP

FYP Evaluator – Department of Computer Science, NUML University, Islamabad 2023
Invited as a judge to evaluate final-year projects.

Founding President – Wah Dream Hackers Society, University of Wah 2021
Founded the society to teach students about cyber security and its career value through workshops and activities.

Management Team Head – Computing Society, University of Wah 2021
Led event management for multiple Computing Society events and received several certificates of appreciation.

Seminar Organizer – "How to Earn Through Amazon" (with Enablers) 2021

Winner – Pitch an Idea, TechOn'19 (Naval Event) 2019

SKILLS

Business Development: Lead Generation, LinkedIn Outreach, Cold Email, B2B Sales, Proposal Writing, Client Discovery, Negotiation & Closing, Account Management, Pipeline Management

Freelance Platforms: Upwork (Agency Setup, Profile Optimization, JSS Recovery, Proposal Strategy), Fiverr (Gig Optimization, Buyer Management), Wellfound

Marketing & Growth: LinkedIn Strategy, Social Media Marketing, Email Campaigns, Meta Ads, Digital Marketing Strategy, Branding

Management: Project Management, Team Building & Training, Department Setup, Cross-Team Coordination, Requirement Gathering

Technical Knowledge: MERN Stack, AI/ML Solutions, Ruby on Rails, Mobile App Development, HRMS & POS Systems, IoT, Cyber Security Fundamentals

Tools: HubSpot, Odoo, LinkedIn Sales Navigator, Apollo.io, Instantly, Hunter.io, Meta Ads Manager, Asana, Notion, Claude, ChatGPT

Languages: English (Professional), Urdu (Native)