

MUHAMMAD SAJID

Sales & Marketing Leader | Business Development | Digital Growth

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EXECUTIVE SUMMARY

Sales and marketing leader with 12+ years of experience across business development, digital customer acquisition, and client management. Leads sales and marketing teams, builds qualified pipelines, and carries opportunities from first enquiry through proposal, negotiation, and close. Experience spans UAE commercial roles, web, app and IT solution sales, and coordination with design and development teams. Plans and monitors Google Ads, Meta Ads, WhatsApp, email, and social campaigns, using campaign reporting, SEO, and customer insights to refine execution. Career progression runs from telesales and course advisory into sales management, business development, and multi-channel marketing, with documented recognition for target achievement, sales consistency, team coaching, and leadership.

CORE COMPETENCIES

Sales & Commercial: Sales leadership | Business development | Sales strategy | Pipeline management | Lead generation | Negotiation | Forecasting | Customer acquisition

Digital Marketing: Google Ads | Meta Ads | Paid media | Social media | Email marketing | WhatsApp marketing | SEO | Campaign reporting

Digital Solutions: Web solutions | Mobile applications | CRM | ERP | Software | IT solutions | Requirements gathering | Project coordination

Leadership & Client Management: Team leadership | Coaching | Performance appraisal | Target planning | Client accounts | Customer relationships

SELECTED CAREER ACHIEVEMENTS

- ALVIA Worldwide: among the top three executives achieving 200% of target.
- Protege Global: highest sales achiever for three consecutive months; 11 weekly highest-sales-achiever awards with the team over a 25-week period; Best Manager in the Sales Department, August 2012.
- Shaks Information Solutions: promoted based on performance; most consistent sales executive; second-highest sales achiever for four consecutive months; consecutive Performer of the Month recognition; Best Sales Architect, October 2016.

PROFESSIONAL EXPERIENCE

Senior Sales Manager | XTECH Line for Web Design | Feb 2021 - Present

- Lead sales and business development for web, app, and digital solutions from lead generation and qualification through proposal, negotiation, and close.
- Coordinate Sales and Marketing teams on weekly/monthly targets, lead quality, campaign activity, follow-up, conversion, and revenue objectives.
- Manage client marketing accounts, including real estate and event businesses, supporting lead generation, social presence, digital promotions, and customer acquisition.
- Plan, launch, and monitor Google Ads, Meta Ads, WhatsApp, email, and social campaigns; review reporting to refine targeting, messaging, spend, and acquisition efficiency.
- Coordinate with developers, designers, and project teams to translate customer requirements into web/app projects and support timely execution.
- Manage inbound/outbound leads through phone, email, live chat, and digital channels; monitor customer preferences and market trends.

Sales Manager | ALTAVANT CONSULTING DMCC | Jan 2020 - Feb 2021

- Managed sales, customer relationships, and business development across assigned accounts and prospects.
- Developed marketing strategies and sales plans based on market trends, customer requirements, and commercial objectives.
- Advised customers on products and solutions, translating technical information into business value.
- Monitored customer preferences, competitors, and market opportunities; investigated customer issues and presented recommendations to management.
- Supported annual target planning, gross-profit objectives, sales forecasting, and marketing initiatives.

Business Development Manager | Overstead Web Design LLC | Jan 2018 - Dec 2019

- Developed digital marketing and business development strategies to strengthen online presence, generate qualified leads, and support revenue growth.
- Managed, trained, and developed the Social Media and Marketing team, establishing workflows, campaign priorities, and performance expectations.
- Managed client accounts across social media, paid advertising, email, and WhatsApp marketing in alignment with the sales funnel.
- Planned, launched, monitored, and reported on digital campaigns; used performance insights to optimize spend, targeting, messaging, and conversions.
- Developed annual/monthly plans and tracked KPIs and financial targets; supported paid media and prospect progression through the customer lifecycle.
- Planned campaign tests and conversion experiments; developed SEO and organic-growth initiatives and identified potential channels.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Sales Executive - Web Solutions | Shaks Information Solutions | Jun 2016 - Dec 2017

- Sold web design, ERP, software, CRM, and mobile applications to offshore and onshore clients.
- Generated opportunities through cold calling, warm leads, inbound calls, live chat, email, and appointment setting.
- Presented products, managed objections through the sales cycle, and consistently achieved weekly/monthly targets.
- Promoted based on performance; recognized for sales consistency and achievement, including Best Sales Architect in October 2016.

Sales / Marketing Manager - HSE Division | TWI Middle East FZ-LLC | Mar 2015 - May 2016

- Managed existing client relationships and developed new business through meetings, calls, visits, events, and targeted follow-up.
- Executed promotional campaigns and proposed new-client opportunities for in-house HSE courses.
- Managed cold/warm lead generation, customer consultation, course recommendations, and payment follow-up.
- Monitored market and competitor activity, prepared sales forecasts/reports, and represented the company at exhibitions and demonstrations.

Course Advisor / Business Development Executive - HSE Division | Santia Consulting Services FZ-LLC | Feb 2013 - Jan 2015

- Managed inbound enquiries, web leads, delegate follow-ups, registrations, and customer relationships.
- Supported business development and promotional initiatives while working toward assigned targets.
- Advised customers on suitable courses and managed registrations with NEBOSH, IOSH, and IEMA.
- Maintained sales/payment records and coordinated examination requirements.

Assistant Manager - Research & Web Solutions | Protege Global | Nov 2010 - Jan 2013

- Progressed from Sales Executive to Assistant Manager based on performance, managing sales activity for IT solution products.
- Managed a sales team through performance appraisal, sales planning, forecasting, coaching, and weekly/monthly target achievement.
- Handled inbound and outbound sales through calls, live chat, and email while maintaining customer relationships.
- Trained new recruits on product knowledge, sales processes, and customer handling.

Tele-Sales Representative | ALVIA Worldwide Inc. | May 2005 - Oct 2010

- Managed inbound/outbound sales for US and Canadian customers, including follow-up, upselling, and complaint resolution.
- Handled objections, explained products, and worked toward weekly sales and qualified-booking targets.
- Maintained sales reporting through CRM; ranked among the top three executives achieving 200% of target.

SELECTED PORTFOLIO PROJECTS

Projects featured in the WebxFeveer company portfolio; the source material does not specify Sajid's individual delivery role on these projects.

Web and digital: DMF (construction consultancy); Padra Medical Center (healthcare); Al Masood Motor (automotive); Dubai Website Design; Almosafer (travel); Oben Holding Group (manufacturing); Ridish (e-commerce gifting); Sasa Real Estate; Premier Travel Tourism.

Mobile applications: Discover Kuwait (travel discovery); NRTC Fresh (grocery shopping); Trendi (fashion marketplace); Eyewa (eyewear shopping); Vezeeta (healthcare); Showpo (fashion e-commerce); Locale (restaurant ordering); Visit Ajman (visitor guide).

EDUCATION

B.Com - Government College of Commerce & Economics, Karachi | 2006

PROFESSIONAL STRENGTHS

Leadership & Team Development | Strategic & Commercial Thinking | Communication & Negotiation | Target Orientation | Adaptability | Structured Execution | Problem Solving | Client Relationship Management

ADDITIONAL INFORMATION

Work authorization: Own Visa (as stated in the source resume).