

Muhammad Muzamel Iqbal

Business Development Executive | Software Development Leads | Lead Generation | LinkedIn & Email Outreach
Lahore, Punjab, Pakistan • +92 308 0402004 • muzameliqbal5@gmail.com • linkedin.com/in/muhammad-muzamel-iqbal

PROFESSIONAL SUMMARY

Results-driven Business Development professional with 2 years of experience generating qualified B2B leads for software development services, Odoo ERP, and SaaS products. Specialized in targeting tech decision-makers — CTOs, Product Managers, and Engineering Heads — through LinkedIn and email outreach. Proven track record of booking discovery calls, nurturing pipelines, and driving revenue for software companies. Skilled in Meta Ads, marketing automation, and CRM-based follow-up. Computer Science background with strong understanding of software development cycles, ERP systems, and client pain points.

CORE SKILLS

Software Development Lead Generation: Targeting CTOs/Product Managers/Founders, Tech Stack-Based Prospecting, GitHub/LinkedIn Mining, SaaS & Agency Lead Funnels, Software Services Outreach (Custom Dev, Web, Mobile, AI)

Business Development & Lead Gen: Market Research, Prospecting, LinkedIn Outreach, Email Outreach, Lead Qualification, Pipeline Management, Discovery Meeting Coordination, CRM Follow-up, Odoo Lead Generation

Email Marketing & Automation: Email Campaign Management, Newsletters, Conversion-Focused Copywriting, Abandoned Cart Emails, Mailchimp, Klaviyo, HubSpot, Zapier

Paid Advertising: Facebook & Instagram Ads, Audience Targeting, Retargeting, Lookalike Audiences, A/B Testing, Lead Forms

Social Media: Content Planning, Community Engagement, Hashtag Research, Reel & Story Optimization, Performance Tracking (Facebook, Instagram, LinkedIn, X, TikTok)

E-commerce Marketing: Shopify & WooCommerce Marketing, Product Listing Optimization, Meta Catalog Ads, Abandoned Cart Recovery, CRO

Analytics & Reporting: Google Analytics (GA4), Google Tag Manager, Conversion Tracking, Data Analysis

Virtual & Personal Assistance: Email & Inbox Management, Calendar Scheduling, Data Entry, Online Research, Lead List Building, CRM Updates

TOOLS & PLATFORMS

HubSpot • Odoo ERP • LinkedIn Sales Navigator • Apollo.io • Mailchimp • Klaviyo • Zapier • Google Analytics (GA4) • Google Tag Manager • Meta Business Suite & Ads Manager • Canva • Photoshop • WordPress • Shopify

PROFESSIONAL EXPERIENCE

Business Development Executive – Software Development Leads | Oct 2024 – Present

DEVOUN (Software & AI Consultancy) | Remote

- Generate qualified B2B leads for custom software development, web/mobile app development, and AI integration services — targeting US, European, and GCC markets.
- Build targeted prospect lists of CTOs, Product Managers, and Founders using LinkedIn Sales Navigator, Apollo.io, and GitHub signals.
- Run multi-touch outreach sequences (LinkedIn + email) with messaging personalized by company tech stack and product stage, achieving 15–25% reply rates.
- Also generate Odoo ERP leads for clients needing ERP implementation, CRM setup, and business process automation — pitching Odoo as a cost-effective alternative to SAP/Microsoft Dynamics.
- Coordinate discovery call scheduling and handoff to technical team, consistently delivering 8–12 qualified leads per month across software dev and ERP services.
- Track full pipeline in HubSpot CRM from first touch to signed contract and report weekly on conversion metrics.

Digital Marketing & Lead Generation Executive | May 2025 – Present

INVOSOL (Software Company), Lahore, Pakistan

- Generate targeted B2B leads for Odoo ERP services (implementation, customization, integration, migration, CRM, Inventory, Accounting, POS, Manufacturing, eCommerce) via LinkedIn outreach and email campaigns — averaging 5+ qualified leads per month.

- Also drive software development leads for INVOSOL's custom dev, web, and IT services — identifying companies with active hiring signals or tech scaling needs and converting them into discovery calls.
- Plan, write, and run email marketing campaigns in Mailchimp, Klaviyo, and HubSpot using conversion-focused copy to nurture leads from first contact to discovery meeting.
- Build lead generation funnels using landing pages and Meta lead campaigns for qualified B2B and B2C prospects.
- Manage Facebook and Instagram Ads campaigns focused on lead quality, conversions, and ROI.
- Manage company social media across Facebook, Instagram, LinkedIn, and X — including content calendars, engagement, and monthly performance reporting.
- Set up conversion tracking using GA4 and Google Tag Manager to measure campaign performance.
- Publish thought-leadership content on LinkedIn about ERP, Odoo, and business development — growing an audience of 1,600+ followers.

EDUCATION

B.Sc. Computer and Information Sciences | 2020 – 2024

The Superior University, Lahore

LANGUAGES

English (Professional) • Urdu (Native)