

BUSINESS DEVELOPMENT REPRESENTATIVE

WILLAY HAIDER

📍 Punjab, Pakistan

🌐 Willayhaider.pro

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PROFILE

Results-driven Business Development Representative with 1.5+ years of experience running outbound sales for B2B and SaaS companies across US, UK, and EU markets. Skilled in cold calling, lead qualification, and booking discovery meetings with founders, CEOs, and decision-makers, with a track record of high show-up rates and clean CRM pipeline management.

EDUCATION

2024 - 2026

PUNJAB GROUP OF COLLEGES

- Intermediate in Computer Science

2022 - 2024

BEACON HALL SCHOOL

- Matriculation

SOFT SKILLS

- Project Management
- Analytical thinking
- Strong communication skills
- Problem-solving mindset

TECH SKILLS

- AI & Emerging Tech
- CRM & Sales Tools
- Outreach & Prospecting
- Lead Generation & Data

LANGUAGES

- English
- Urdu
- Punjabi
- Saraiki

PROFESSIONAL EXPERIENCE

Million Dials Pvt Ltd

Business Development Representative

Jan - RECENT

- Lead outbound sales motions at Million Dials, a B2B outbound agency delivering Qualified meetings for 90+ companies across SaaS, FinTech, and Enterprise Software.
- Run multichannel outreach (cold calling, email, LinkedIn) to book qualified meetings for B2B clients, contributing to the agency's 65% show-up rate standard.

Vizocom ICT LLC

Sales Development Representative

Aug - Dec

- Ran outbound cold-calling campaigns for Vizocom and its subsidiary Vizocare, generating 320+ qualified MQLs across battery/life-support and hospital supply verticals.
- Identified and engaged decision-makers at hospitals and healthcare facilities to introduce Vizocare's medical-grade gloves and hospitality product line.

Nexus Innovations & Autolift Transport LLC

Dispatching Agent

Jun - Aug

- Dispatched loads and vehicle shipments for US-based owners, operators, and fleet managers, sourcing high-paying freight via DAT, Central Dispatch, and Showrooms.
- Built and maintained relationships with brokers, reducing empty miles and keeping trucks consistently loaded.

CERTIFICATIONS

Google Analytics Certification

Google

Data Analytics Job Simulation

Deloitte.

Exploring AI Use Cases and Applications

Amazon Workshop

Cybersecurity (SC)

ADBI Institute