



## Abdul Wahab

**Nationality:** Pakistani **Date of birth:** 19/11/2002 **Place of birth:** Bahawalpur

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### ABOUT ME

I'm Abdul Wahab, a LinkedIn Outreach & SDR specialist helping B2B founders, agencies, and Service providers consistently book qualified sales calls. With 4+ years of experience in lead generation, email marketing, and cold outreach, I design and execute personalized outbound strategies that turn cold connections into warm conversations. My focus is simple: building predictable pipelines and driving real revenue growth—one quality lead at a time.

### WORK EXPERIENCE

#### **Freelance – Upwork – Bahawalpur, Pakistan**

City: Bahawalpur | Country: Pakistan

#### **Sales Development Representative (SDR) / LinkedIn Outreach Specialist**

[ 10/11/2022 – 01/04/2025 ]

- Generated 1,000+ qualified B2B leads, consistently turning prospects into booked sales calls for marketing agencies, SaaS founders, and executive coaches.
- Specialist in personalized LinkedIn outreach and cold email campaigns, crafted to match each client's Ideal Customer Profile (ICP).
- Built full-funnel outreach systems (TOFU-MOFU-BOFU), including profile optimization, messaging sequences, and high-converting offer positioning.
- Delivered retainer-based outreach services starting at \$1,000/month, managing campaigns end-to-end with clear reporting and measurable results.
- Mentored and managed interns through a 3-month in-house program, streamlining client project execution and ensuring consistent performance.

#### **3DMA – 3D Design & Media Company – Bulgaria**

Country: Bulgaria

#### **Virtual Assistant**

[ 09/05/2023 – 13/03/2024 ]

- Handle daily administrative support, including CRM maintenance, inbox organization, and task scheduling for creative leadership.
- Crafted and executed personalized DM sequences to initiate B2B conversations and improve outreach response rates.

#### **Independent Projects (GRIN, Breeze Media, Coaches, Agencies) – United States**

Country: United States

## Outbound Lead Generation Expert

[ 13/04/2022 – Current ]

- Crafted high-impact LinkedIn & email outreach campaigns for advertising, e-commerce, and SaaS clients.
- Built verified lead lists with Apollo, Clay, and LinkedIn Sales Navigator, driving high response rates.
- Managed automated outbound campaigns using Instantly, Lemlist, and Smartlead.
- Optimized HubSpot workflows to track leads, conversions, and pipeline growth.
- Consistently boosted qualified leads, replies, and booked meetings for international clients.

## FREELANCE PROJECTS COMPLETED FOR:

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### Helping B2B Businesses Grow Pipelines & Book Qualified Sales Calls Through LinkedIn & Cold Outreach

1. **Email Kong Limited** – DtC Marketing Agency.
2. **MaxNova Medical Limited** – Strong corporate/medical branding.
3. **Rexo Digital Solutions** – Represents digital expertise, appealing to SaaS/tech clients.
4. **Smallspark Space Systems** – Unique, innovative, and attention-grabbing.
5. **Authenticiti Canada Inc** – Professional international presence.
6. **Digital Global Marketing Ltd** – Clear marketing expertise and international appeal.

Selected Clients I've Helped Grow Sales and Book Qualified Leads.

## EDUCATION AND TRAINING

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### BBA Sales & Marketing

*Islamic university Bahawalpur* [ 01/09/2023 – Current ]

City: Bahawalpur | Country: Pakistan | Field(s) of study: BBA

### Associate Engineer

*Government College of Technology Bahawalpur* [ 09/10/2021 – 06/12/2023 ]

City: Bahawalpur | Country: Pakistan | Field(s) of study: Computer Information Technology (DAE) | Final grade: A

Technical Mathematics, Safety Procedures, Practical Troubleshooting, and Workshop Practices.

## SKILLS

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LinkedIn Outreach & Lead Generation / Sales Development (SDR) / Cold Email Campaigns & Automation / B2B Prospecting & List Building / CRM Management (HubSpot, Salesforce) / Pipeline Management & Conversion Optimization / TOFU-MOFU-BOFU Full-Funnel Strategies / Messaging Framework & Personalization / Retainer-Based Campaign Management / Multi-Channel Outreach (LinkedIn, Email) / Campaign Reporting & Analytics / Team Mentorship & Project Delegation

## LANGUAGE SKILLS

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**Mother tongue(s):** Urdu

**Other language(s):**

**English**

**LISTENING C2 READING C2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION C1**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*