

Moeed Azam

London, UK

+44 7432255374 | moeedazam2000@gmail.com | linkedin.com/in/moeedazam/

EDUCATION

University of East Anglia

Masters of Science in Business Analytics and Management

Norwich, UK

Sept. 2024-Present

- **Grade:** Distinction (Predicted)
- **Extracurricular Activities (ECAs):** Student rep committee (Board member), UEA football team XI
- **Key Modules:** Data Analytics for Business, Advanced Topics in Data Analytics, Introduction to Digital Business, Marketing Theory and Practice, AI in Business

Lahore School of Economics

Bachelors of Accounting and Finance (Hons)

Lahore, Pakistan

Sept. 2019-2023

- **Grade:** First Class Honors

WORK AND LEADERSHIP EXPERIENCE

BT Group / EE

Client Relationship & Sales Advisor (Consumer & SME Accounts)

Norwich, UK

Nov. 2024 – Present

- Surpassed 150% of monthly sales targets through consultative financial and service-based solutions for consumer and SME clients
- Delivered tailored communication plans improving client retention and satisfaction by 35%
- Managed a recurring book of business, developing long-term client relationships and identifying cross-sell opportunities
- Supported new product rollouts and customer adoption initiatives aligned with commercial goals

Respaid Inc

AI Automation Specialist & Revenue Ops

San Francisco, USA (Remote)

May 2025 – Present

- Advised SME clients on revenue operations, workflow optimization, and data automation to increase efficiency by 40%
- Strengthened client relationships by aligning automation solutions with business growth and risk management goals
- Collaborated with cross-functional teams to enhance customer experience and deliver measurable commercial outcomes
- Collaborated with Marketing, Business Development, and Sales teams to align lead enrichment, ICP scoring, and outbound automation for optimized pipeline generation.

RapidLabs

Business Development Executive

Lahore, PK

June. 2024 – Sep. 2024

- Streamlined the client onboarding process for AI solutions by implementing standardized workflows, reducing deal closing time by 20%
- Developed and executed high-conversion cold email campaigns using Apollo and Instantly, improving lead generation and client acquisition efficiency by 40%
- Conducted successful business development strategies by bidding on AI-related projects on platforms like Upwork
- Conducted targeted market research to build ICP lists, crafted customized messaging sequences that raised open rates from 5% to 20%
- Worked directly with GTM and RevOps leads to refine targeting, segmentation, and automation experiments that improved lead quality

Gigalabs

Business Development Executive

Lahore, PK

Dec 2023 - June. 2024

- Enhanced project tracking and reporting processes, improving communication of key metrics to the business development team and increasing project efficiency by 30%
- Utilized Salesforce and Pipedrive CRM systems to track and analyze customer interactions, leading to a 20% improvement in lead conversion rates
- Managed targeted email campaigns using Apollo and Instantly, boosting qualified leads by 30% for the SaaS product.

Treadstone Associates

Business Development Associate

Mississauga, Canada

May 2023 – Dec 2023

- Prepared progress reports and communicated project updates to project manager and other stakeholders
- Collaborated with the sales team to develop tailored outreach strategies, enhancing client engagement and conversion rates

- Closed multiple B2B deals through high-impact cold calls, objection handling, and persuasive follow-ups
- Regularly followed up with clients via email and phone calls to address queries, provide additional information, and close deals

CERTIFICATIONS

McKinsey Forward Program | Issued: April 2024

DataCamp: Introduction to Prompt Engineering | Issued: March 2025

DataCamp: Introduction to R | Issued: March 2025

LinkedIn: Automate your workflow using Generative AI | June 2025

GTM Systems & Automation Projects

Instantly → Make → GHL Workflow: Built a modular cold email pipeline that routes leads to GoHighLevel sub-accounts via a config sheet. Achieved 30% increase in SDR productivity through auto-enrichment, smart routing, and reply classification.

Enrichment Bot (Proof of Concept): Developed a LinkedIn DM enrichment system using LangChain and GPT-4 for persona-based messaging. Used in ABM campaigns to lift reply rate by 25%.

CRM Clean-Up Automator: Daily Zapier automation to auto-flag stale/unqualified leads in HubSpot, improving lead hygiene and reducing manual CRM errors.

ADDITIONAL SKILLS & INTERESTS

Technical: Python (Beginner), SQL, Power BI, Stata, MS Office, CRM (Salesforce, Pipedrive), GHL

Sales & Automation Tools: HubSpot (basic), Make.com, Clay, Instantly.ai, Zapier, Apollo, Phantombuster, GHL, LinkedIn Outreach Tools, N8n

Core Competencies: Workflow Automation, Data Enrichment, CRM Integration, ICP Targeting, GTM Systems, Marketing Operations, Sales Enablement, AI Tools for GTM

Soft Skills: Sales, Business Strategy, Lead Generation, Data Analysis, Client Retention, Email Marketing

Interests: Consulting, Analytics, Finance, Football

GTM & Automation Alignment

- Expertise in connecting marketing, sales, and operations systems for improved data integrity and conversion
- Strong understanding of GTM strategy, account-based engagement, and AI-led optimization
- Passionate about innovation and scaling marketing ops through automation and analytics.