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Top Skills

Clay

Outbound Marketing

Go-to-Market Strategy

Muzaffar Z Fatani

I help B2B companies drive growth with Email Marketing, AI Automation & Outbound GTM | Upwork's Top Rated Plus | Clay Expert | Apollo Specialist | Email Infrastructure, Research & List Building, Copywriting & Automation

Karāchi, Sindh, Pakistan

Summary

As a Top Rated Plus Email Marketer on Upwork and Founder & GTM Strategy at Fewture9Nine, I specialize in helping B2B founders, marketers and sales leaders increase leads and build effective email marketing campaigns.

Here's how I can support your business:

- Target Market ICP + Persona Development: Identify and understand your ideal customer profile to create targeted strategies.
- Domain Setup & Mailbox Configuration: Ensure optimal deliverability with secure domain setup including DMARC, DKIM, and SPF.
- Email Warmup: Gradually increase sending volumes to build a positive sender reputation, ensuring your emails reach the inbox.
- Research Prospect: Conduct comprehensive research to build accurate and detailed prospect lists, enhancing targeting precision.
- Clean Data: Optimize existing contact lists by verifying and cleaning data, ensuring that you are targeting the right people.

Email Campaigns:

- ✍️ Email Copywriting: Craft compelling and persuasive email copies tailored to engage and convert your audience.
- A/B Testing: Conduct comprehensive A/B testing to optimize email subject lines, content, and CTA for higher conversion rates.
- Automation Tools: Leverage cutting-edge cold email outreach tools to automate and streamline your campaigns.
- Analytics and Reporting: Monitor campaign performance with detailed analytics, and manage replies to maximize engagement.

By seamlessly integrating these elements, I help you attract, engage, and convert your ideal clients through sophisticated email marketing strategies.

Ready to boost your leads with targeted email marketing? Schedule a call with me today to get started!

Experience

Fewture9Nine

Founder & GTM Strategy

September 2021 - Present (4 years 3 months)

Remote

Clay

Certified Clay Expert

February 2024 - Present (1 year 10 months)

As a Clay Expert and Creator, I specialized in building clay tables for B2B companies to enhance their email marketing campaigns. I streamlined list building and client acquisition by automating workflow processes, improving efficiency and prospect engagement.

- Developed custom clay integrations for B2B companies to enhance email marketing campaigns.
- Automated workflow processes to streamline list building and client acquisition.
- Utilized clay expertise to optimize email marketing strategies for increased client engagement.

Apollo.io

Apollo Automation Expert

November 2023 - Present (2 years 1 month)

Specialise in creating automated workflows and sequences to optimize outbound campaigns for B2B companies and startups. My efforts led to increased efficiency and effectiveness in campaign management, eliminating the need for additional tools.

Upwork

Top Rated Plus GTM Engineer

January 2011 - Present (14 years 11 months)

Working closely with B2B companies to develop and execute effective email marketing strategies. By conducting market research, targeted list building, and managing email marketing campaigns.

- Worked with clients across various industries to help them achieve their marketing goals
- Efforts resulted in increased engagement and conversions for over 80 clients, including those in the Fintech, HRtech, Media Tech and other SaaS startups and other sectors.
- Expertise in working on tools including Apollo.io, Clay.com, Instantly.ai and others.

Beanstalk Consulting

GTM Engineer

May 2025 - July 2025 (3 months)

Realcorp Properties

Founder

May 2016 - December 2024 (8 years 8 months)

Realcorp Properties is the corporate real estate consultancy firm, specialize in commercial properties across Karachi, biggest metropolitan city of Pakistan.

Confidential

Head Of Commercial

February 2021 - August 2021 (7 months)

Karachi, Sindh, Pakistan

Leading and strategizing Commercial department of 3PL warehousing services of 16,000 Pallet locations with diversification of Dry/Ambient and Temperature controlled from -30 to +25 Degree Celsius

TCS Private Limited

Manager Commercial - Warehousing & Distribution

December 2017 - January 2021 (3 years 2 months)

Karachi

Sales Targets achievement of more than 20 Million/Month with focus on 3PL Solution selling based on integrated warehousing and distribution models.

Key Responsibilities:

- Sales target achievement
- Establishing effective relationship with customers.

- Ensuring business retention as per company's guidelines
- Increase sales through:
 - a. Optimizing existing business
 - b. Eradicating competition
 - c. Exploring new business avenues/developing new products
- Formulate and implement effective business development strategies and plans to achieve business goals.
- Monitor & maximizing profitability by developing customized cost effective solutions based on client needs.
- Gathering business intelligence through market contacts & sharing new business trends with the management.
- Developing action plans based on gathered market intelligence & utilizing strong product knowledge.
- Providing one window solution to customers.
- Support back-end teams by providing advice and solution to meet customer requirements.
- Preparation, submission & follow-up of bid documents & Feasibility based on different costing models.
- Preparation of customized proposals.
- Ensuring smooth transactions between client and company, starting from project initiation, planning, and execution and recovery of payments.
- Implementation of rate revision.

Mustang HRMS

Head Of Business Development

May 2016 - November 2017 (1 year 7 months)

Pakistan

Development of Business Development function with the focus of market penetration in key market segments.

IWG plc

General Manager - Business Centre

September 2014 - April 2016 (1 year 8 months)

Pakistan

Leading the flexible workplace revolution.

The first key leadership role within the company. Responsible for leading in all aspects. This involves selling exciting product range across network of 5

centres in Pakistan and 3,000 centres globally in 120 countries, delivering service to customers on a daily basis as well as managing the centre and its performance. This is achieved through effective business planning, developing team and growing new and existing customers.

Key Areas of Responsibility

Grow the Business

- # Manage and develop a pipeline of new business to maximize all centres occupancy and usage
- # Sell Regus network and products in Pakistan and overseas
- # Deliver key metrics of conversion and price
- # Grow the relationship with new and existing customers
- # Retain and renew relationships with existing customers
- # Influence the volume of new business where required through effective local marketing activities and broker engagement appropriate to the centres

Marketing

- # First point of contact for marketing in Pakistan
- # Identify new channels for inquiry generation
- # Develop and execute marketing campaigns with Regional team

Leadership

- # Develop a well thought out business plan with clear achievable objectives
- # Identify business opportunities and implement effective solutions

Effective Business Planning

- # Every week and month review, improve and update the business plan
- # Communicate to the team and deliver the business plan actions
- # Continuously support EBIT (Earnings Before Interest and Tax) and EBIT margin through revenue growth
- # Support new company initiatives, including the implementation of new tools and systems to enhance efficiency

Customer Service

- # Lead by example, creating a strong ethos of customer service throughout the team
- # Drive customer retention through great service and focused customer engagement
- # Maximize customer satisfaction

Hertz

Senior Manager Business Development

July 2011 - August 2014 (3 years 2 months)

Karachi

CAREER GROWTH @ Hertz

- Jan 2014 - August 2014 Senior Manager
- May 2013 -December 2013 Manager
- July 2011 - April 2013 Assistant Manager

Successfully growing Hertz brand and driving outbound (International) and inbound (Domestic) business.

Driving outbound business and growing hertz International sales by managing the outbound sales & marketing function, as well as working closely with Hertz International regional & domestic teams and local partners. Initiating & managing partnerships with Travel Agents, Alliances with Banks, GDS companies & Airlines.

Driving inbound business by growing hertz sales in domestic car rental & operational lease segments within assigned territory. Focused on bringing in new accounts and maintain existing large accounts. Covers industries: Pharmaceuticals, Information Technology, FMCG, Communications, Electronics, Energy, Consulting, Oil & Gas, NGOs, Human Resource, Banking and start-ups.

ORIX Leasing Pakistan Limited

Account Manager - RENTEC Division

April 2007 - July 2011 (4 years 4 months)

Karachi

CAREER GROWTH @ RENTEC Division - ORIX Leasing Pakistan Limited

- February 2010 – July 2011 Account Manager [Senior Officer]
- April 2008 – January 2010 Account Manager [Officer]
- April 2007 – March 2008 Asst. Account Manager [Assistant]

Market operating lease / rental Generators (Diesel & Gas, 100 KVA to 1.4 MW) mainly to Corporate, Commercial and Industrial sectors.

Managing and improving the working relationships with key accounts to further the business for the entire product range, communicating with target audiences and managing customer relationships.

Liaising and networking with a range of stakeholders for various marketing activities.

Planning & executing brand awareness campaigns through branding generators canopies.

Worked on various research projects related to equipment rental with a prime focus on mobile cranes & access equipments, researched and developed the rental feasibility models to ascertain the economic viability of projects.

Marketing support by providing industry and product trends, proposals, feasibilities, sales data, competitor analysis, sales materials and account/customer feedback.

Prepare credit evaluation reports for lease approval.

Standard Chartered Leasing Limited (Formerly Union Leasing Limited)

Recovery Officer

June 2005 - March 2007 (1 year 10 months)

Karachi

Recovery & collection of over dues.

Inventory management and coordination with concern department deposits.

Daily reports of past due and bounced cheques.

Weekly and monthly overdue comparison reports.

Coordination for payments with finance department for services hired.

Innventory management of recovered assets.

Granton

Sales

2002 - 2003 (1 year)

Education

PAF-Karachi Institute of Economics & Technology

MBA, Marketing · (2007 - 2010)

Karachi University

Bachelor of Commerce (BCom), Business · (2000 - 2005)

Govt. College of Commerce & Economics

I.Com, Business Administration and Management, General · (1999 - 2000)

St. Lawrence's Boys School

science · (1998 - 1998)