

# Fakhar Rasool

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Abbas Nagar, Shahdara Lahore

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## BUSINESS DEVELOPER & ANALYSIS

Motivated and results-driven Business School graduate seeking a challenging position within a large organisation as a Business Developer and Digital Marketer. Offering a strong foundation in business strategy, data analysis, and project management, with a proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.

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## KEY COMPETENCIES

Content Writing

SEO & SEM

Digital marketing

No Code Developer(Wix, Zoho)

Prompt Engineering

CRM tools (Hubspot)

Report writing and presenting

Critical thinking skills

Excellent communication skills

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## PROFESSIONAL EXPERIENCE

### The Development HUB

Feb 2021-Cont.

#### Business Developer

Developed and Enhanced the growth chart of the company, by providing efficient leads and CRM expertise to Clients. Also made strategies to hunt for Potential Clients on local and International Markets.

Apart from a Business developer, I also provide service like web/app development to local and international clients, Digital Marketing Services and SEO/SEM.

### Brunel Charts

Oct 2022-April 2023

#### SEO and Content Writer, Social Media Manager

Managed the Website and social media platforms of the company, by increasing traffic on the company's website as well as providing manual CRM approaches on social media to engage with the audience. Giving Views Increase by 25% Internationally.

### Apex Capital Real Estate

Jan 2022-Oct 2022

#### Digital Marketing & CRM

Process and Analyzed the problems in the marketing strategies of the company to provide most accurate and enhanced structure, that increased the conversion rate up to 4%. Build CRM approaches on Hubspots and Zoho to increase clients.

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## EDUCATION & CERTIFICATIONS

### Bachelor of Business Administration

Banking and Finance

Hailey College of Banking and Finance

### FSC Pre Medical

Al Noor College

### AI Integeration and Prompt Engineering

Prompt Engineering

## EXTRACURRICULAR ACTIVITIES

### Business Club UTS

University of Technology, Sydney

### Community Volunteer

Khidmat e Khalaq Sahiwal