

Maliha Rafaqat

Business Development Team Lead

CONTACT

Phone: +92 311 4622010

Email: MalihaRafaqat4@gmail.com

LinkedIn: <https://www.linkedin.com/in/maliha-rafaqat/>

EXPERIENCE

Business Development Team Lead | Jun 2024 – Present

NESL IT

- Executed targeted LinkedIn Sales Navigator campaigns: defined ICPs, engaged prospects via personalized multi touch outreach (connect requests, post interactions, messages), and secured discovery calls for B2B lead qualification.
- Built and verified prospect lists using advanced filters of ZoomInfo, Lead411, Apollo, and Clay. Executed multi channel campaigns via Instantly.ai/ Salesforce.
- Managed 12+ campaign linked inboxes, driving client engagement through timely responses and personalized follow ups.
- Executed client contracts using industry standard e-signature platforms (DocuSign, Adobe Sign) and CRM systems (HubSpot, Salesforce), finalizing critical details (rates, scope, timelines, NDAs) and distributing fully executed agreements to stakeholders before handoff.
- Led the Business Development team at NESL-IT, fostering a collaborative environment through effective communication, active listening, and constructive feedback, resulting in improved consistently exceeded quarterly targets.

Business Development Executive | Feb 2023 – May 2024

NESL IT

- Acted as a liaison between our in house team and clients, delegating tasks/assessments and providing timely updates and project estimations to ensure seamless communication.
- Utilized proficiency in job platforms (LinkedIn, Indeed, Glassdoor, WellFound, We Work Remotely, Y Combinator, JobGether, etc.) to source and target high potential remote jobs.
- Developed ATS friendly resumes daily for Global remote jobs (for Pakistani profiles) & US remote jobs (for US profiles), highlighting in house tech stack, achieving >90% + scores on Jobscan/Resumeworded to secure initial interviews.
- Engaged clients, scheduled meetings, and prepared detailed agendas before meetings.

Business Development Intern | Nov 2022 – Jan 2023

NESL IT

- Gained practical experience in managing sales pipelines and tracking sales activities.
 - Assisted in market research to identify potential clients and market opportunities.
 - Conducted competitor analysis & market benchmarking to refine business strategies.
 - Supported the business development team in preparing proposals, presentations, and pitch decks.
-

EDUCATION

PMAS-AAUR | 2018 – 2022

Bachelor's in Information Technology

SKILLS

- | | | |
|----------------------------|----------------------|----------------------------|
| • LinkedIn Sales Navigator | • MailMerge | • Data scrappers |
| • Lead411, ZoomInfo, Clay | • GMass | • Calendly/Google Calendar |
| • Instantly | • Lusha | • Google workplace |
| • Apollo.io | • Zoho Sign/DocuSign | • MS Office |
| • SalesForce | • CultivatedCulture | • Jira |
| • Hubspot | • Canva | • Slack |