

Ahmad Raza

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Summary

Specialist in building cold outreach solutions that increase revenue. Proven record of running high-performing campaigns, boosting engagement, generating quality leads, and securing appointments.

Experience

Operations Manager – SharpCode

Jan 2025 – Feb 2026

- Managed lead generation campaigns and generated quality leads for the organization.
- Handled data analysis, data & task management, and applied analytical and problem-solving skills to improve operations.
- Demonstrated strong communication and interpersonal skills while collaborating with team members.

Email Marketing Specialist (Freelance)

2023 – Present

- Designed cold email campaigns achieving 82% open rates and 15% responses.
- Boosted client revenue with personalized outreach and optimized strategies.
- Configured DNS records (SPF, DKIM, DMARC) for deliverability.
- Managed CRMs (ManyReach, Instantly) for tracking and optimization.
- Automated workflows, reducing manual workload.

WordPress Web Designer (Freelance)

1.5 Years

- Developed websites to strengthen client online presence and credibility.

Education

BS HND

Core Skills

Cold Email Outreach — Lead Personalization — A/B Testing — DNS Setup (SPF, DKIM, DMARC) — Deliverability — CRM (ManyReach, Instantly) — Automation — Spam Check Tools — Sales Prospecting — Lead Generation

Certifications

Selling with Confidence (Coursera) — Cold Calling & Prospecting (Coursera) — Google Calendar Management (Coursera) — Building Relationships through Communication (Coursera) — The Art of Storytelling (Coursera)

Achievements

- Executed multiple campaigns with industry-best 82% open and 15% response rates.
- Generated qualified leads and booked client appointments through cold outreach.