

# ANAS ANSARI

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## PROFESSIONAL SUMMARY

Results-driven **Business Consultant & Sales Strategist** with over **5 years of experience** in **business development, sales optimization, and client relationship management**. Expertise in helping businesses across diverse industries, including **Health & Wellness, Nutrition, Construction, Real Estate, Medical, and Industrial Equipment**, achieve **sustainable growth, increased revenue, and market expansion**.

Adept at **business planning, strategic consulting, high-value negotiations, and sales funnel optimization**, I have successfully assisted **startups and established companies** in securing funding, streamlining operations, and scaling efficiently. Skilled in **Amazon FBA, CRM tools, market analysis, and digital sales strategies**, ensuring maximum ROI for clients.

Passionate about **data-driven decision-making**, I leverage deep market insights to craft **tailored business solutions** that enhance client engagement, optimize sales processes, and drive long-term success.

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## PROFESSIONAL EXPERIENCE

### Freelance Business Consultant & Sales Strategist

*(Fiverr & Upwork – 2020-Present)*

- **Top Rated Seller on Upwork & Level 2 Seller on Fiverr**, successfully completing **500+ high-impact projects** with **5-star client feedback**.
- Developed **scalable business plans, sales models, and go-to-market strategies**, helping clients secure **funding and expand into new markets**.

- Conducted **in-depth market research and competitor analysis**, identifying growth opportunities for businesses in **Health & Wellness, Nutrition, Construction, Real Estate, and Industrial Equipment sectors**.
  - Designed and optimized **B2B and B2C sales funnels**, increasing **conversion rates by 30%** and improving overall **customer acquisition**.
  - Provided expert **Amazon FBA consulting**, including **product research, listing optimization, PPC campaigns, and inventory management**, leading to **higher profitability**.
  - Developed **CRM-integrated sales workflows**, enhanced **lead tracking, customer engagement, and retention strategies**.
  - Negotiated and closed **high-ticket deals** by leveraging **strategic persuasion, value-based selling, and in-depth market positioning**.
  - Conducted **sales training and coaching sessions**, improving sales teams' ability to **convert leads, handling objections, and maximizing revenue**.
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#### KEY PROJECTS & ACHIEVEMENTS

- **\$1M Business Expansion Plan for Top Shelf Nutrition** – Secured investor funding and expanded brand visibility across multiple online platforms.
- **Sales Optimization for Construction Firms** – Implemented **CRM-driven sales strategies**, resulting in a **30% boost in lead conversion**.
- **B2B Growth Strategy for Medical & Wellness Brands** – Consulted for healthcare suppliers, enhancing **contract negotiations and high-value sales pipelines**.
- **Revenue Growth for Industrial Equipment Distributors** – Developed **customized sales pipelines**, leading to **20% revenue growth within six months**.
- **Amazon FBA Brand Scaling** – Assisted multiple brands in **advertising optimization, automation, and revenue scaling**, improving **long-term profitability**.
- **Real Estate Marketing & Sales Strategy** – Helped real estate agencies implement **digital lead generation, marketing automation, and high-impact sales tactics**.

- **SaaS & Digital Business Expansion** – Consulted for SaaS startups on subscription growth, sales funnel automation, and increasing customer retention.

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## CORE COMPETENCIES & SKILLS

- ✓ **Business Development & Strategic Consulting** – Market expansion, revenue growth, investment strategies
- ✓ **Sales & Client Relationship Management** – Lead generation, upselling, high-value deal negotiation
- ✓ **Industry Expertise** – Health & Wellness, Nutrition, Construction, Real Estate, Medical, and Industrial Equipment
- ✓ **Amazon FBA & E-Commerce Optimization** – Product research, store management, PPC advertising, automation
- ✓ **Sales Funnel & CRM Optimization** – Salesforce, HubSpot, Zoho CRM, pipeline automation
- ✓ **Data-Driven Decision Making** – Market research, financial forecasting, competitive analysis
- ✓ **Marketing & Digital Sales Strategies** – Google Analytics, SEO, paid advertising, and content marketing
- ✓ **Proposal Development & Pitching** – Investor decks, business presentations, persuasive communication
- ✓ **Team Training & Leadership** – Sales coaching, workflow automation, process efficiency

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## EDUCATION

- 🎓 **M.S. Computer Science (In Progress)** — National University of Computer & Emerging Sciences (FAST-NU), Karachi — **Start: Aug 2025**
- 🎓 **Bachelor of Software Engineering (2023)** – Mohammad Ali Jinnah University

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## CERTIFICATIONS & TRAINING

- 🏆 **HubSpot Sales Software Certification** – HubSpot Academy
- 🏆 **Amazon FBA & E-Commerce Growth Strategies** – Udemy

- 🏆 **B2B Sales & Negotiation Techniques** – LinkedIn Learning
  - 🏆 **Advanced Digital Marketing & Sales Analytics** – Google Digital Garage
  - 🏆 **Salesforce CRM Fundamentals & Lead Management** – Trailhead by Salesforce
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## TECHNOLOGIES & TOOLS

- **CRM Platforms:** Salesforce, HubSpot, Zoho CRM
  - **Amazon & E-Commerce Tools:** Amazon Seller Central, Helium 10, Jungle Scout
  - **Sales & Analytics:** Google Analytics, SEMrush, Ahrefs
  - **Productivity & Communication:** Microsoft Office, Google Workspace, Slack
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## LANGUAGES

- **English** – Fluent
  - **Urdu** – Native
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