

HELLO, I AM

MUHAMMAD AWAIS

LinkedIn Outreach Specialist

B2B lead generation, prospect research, market intelligence and personalized outreach designed to create meaningful business conversations.

Lead Generation | Market Research | LinkedIn Outreach
Email Marketing | Growth Marketing | Business Development

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About Me

A research-focused business development professional who turns the right audience into relevant conversations.

Hi, I'm Muhammad Awais, a LinkedIn Outreach Specialist with 1+ year of hands-on experience in B2B lead generation and prospect research.

I help businesses identify high-potential companies, locate the right decision-makers, and approach them with personalized messages. My work combines market research, company qualification, technographic checks, contact discovery, message personalization, follow-up planning and organized reporting. I focus on relevance over volume, ensuring each campaign is built around the client's target market, industry, offer and ideal customer profile.

Professional Focus

- Building qualified B2B prospect lists with clear targeting criteria.
- Creating natural, personalized LinkedIn outreach and follow-up sequences.
- Supporting growth teams with accurate research, clean data and consistent reporting.



Professional Experience

Current responsibilities and the value I contribute to structured outbound business development.



Nexzo Solutions

Business Development Executive

LinkedIn Outreach Specialist

CURRENT ROLE

1+ YEAR EXPERIENCE

Role Objective

Create a consistent pipeline of qualified B2B conversations through research, targeted outreach and disciplined follow-up.

What I Do

- 1 Target Account Research**
Research companies by industry, location, size, services, technology and market fit.
- 2 Decision-Maker Mapping**
Identify founders, CEOs, directors, sales leaders, operations leaders and other relevant stakeholders.
- 3 Personalized Outreach**
Write natural connection notes, opening messages and follow-ups based on each prospect's role and business context.
- 4 Lead Qualification**
Review whether a company is a suitable end client, partner, agency or low-priority prospect before outreach.
- 5 Campaign Reporting**
Maintain organized lead sheets and activity reports covering outreach, responses, follow-ups and opportunities.

Key Expertise

Core strengths applied to structured B2B prospecting and outreach.



B2B Lead Generation

Build targeted lists based on industry, geography, company profile and buyer role.



LinkedIn Outreach

Create human, personalized messages that start conversations without sounding overly sales-driven.



Market Research

Study companies, sectors, competitors and buyer needs before outreach begins.



Email Marketing

Support targeted email list preparation, campaign messaging and follow-up structure.



Growth Strategy

Align prospecting activity with the client's offer, positioning and growth goals.



Negotiation Support

Maintain professional communication, understand needs and help move qualified conversations forward.

How My Expertise Supports Growth

Each capability is applied through a practical, repeatable process rather than generic mass outreach.



Prospect Research

Define the ICP, search relevant companies, verify company activity and remove poor-fit or duplicate records.



Decision-Maker Identification

Find people with the authority, influence or operational responsibility connected to the client's offer.



Personalized Messaging

Reference the prospect's company, role or market context so the message feels relevant and credible.



Follow-Up Planning

Use polite, spaced follow-ups that add context, ask a useful question and avoid pressure.



Data Organization

Record names, titles, company details, locations, profile links, priority and qualification notes.



Performance Review

Track responses, acceptance patterns, lead quality and message performance to refine future outreach.

Platforms & Tools

A practical research stack for finding prospects, understanding businesses and organizing outreach data.



LinkedIn

Prospect discovery, profile research and relationship-based outreach.



Sales Navigator

Advanced filters for geography, industry, seniority, company size and target roles.



Apollo.io

Company and contact discovery, list building and supporting email research.



Wappalyzer

Identify website technologies, platforms and software used by a target company.



BuiltWith

Review a website's technology stack and potential platform-related needs.



SimilarTech

Study technology adoption, categories and market-level platform signals.



WhatRuns

Quickly inspect web technologies and tools visible on company websites.



Excel / Sheets

Clean, organize, segment and report prospect data in client-ready formats.

Research & Campaign Knowledge

The supporting knowledge that helps me qualify leads accurately and build better outreach campaigns.



ICP & Segmentation

Define target industries, countries, company sizes, buyer roles and qualification rules.



Technographic Research

Use website technology signals to understand platforms, tools and potential business needs.



Company Qualification

Distinguish end clients, agencies, software houses, partners and unsuitable prospects.



Buyer Role Mapping

Match the service to the most relevant decision-maker or internal stakeholder.



Message Sequencing

Plan connection notes, first messages, third messages and follow-ups for each outreach stage.



CRM-Ready Reporting

Prepare structured lead records that can be imported into a CRM or managed in sheets.

1

Research

2

Qualify

3

Personalize

4

Connect

5

Follow Up

6

Report

My Services

LinkedIn service categories translated into practical deliverables for B2B growth teams.



Lead Generation

Targeted company and decision-maker lists built around a clear ideal customer profile.



Email Marketing

Verified prospect data, campaign list preparation and concise outreach copy support.



Marketing Strategy

Audience segmentation, outreach angles, offer positioning and campaign planning.



Public Relations Support

Professional networking and relationship-building communication for relevant stakeholders.



Market Research

Industry, competitor, company and buyer research to improve targeting and positioning.



Growth Marketing

Research-led prospecting activity aligned with pipeline and market expansion goals.



Business Consulting

Practical guidance on targeting, lead qualification and outreach process improvement.



Negotiation Support

Clear follow-up communication that keeps qualified opportunities moving professionally.

Core Engagement Models

Four clear ways I can support a company, consultant or agency with outbound prospecting.

MODEL

1

B2B Lead List Building

Research and organize qualified companies and decision-makers according to the client's target industry, country, company profile and buyer role.

Deliverables: structured lead sheet, LinkedIn URLs, titles, company details, location, priority and notes.

MODEL

2

LinkedIn Prospecting & Outreach

Identify relevant prospects, send personalized connection requests and manage stage-based messaging and follow-ups.

Deliverables: target list, connection notes, message sequence, daily activity and response tracking.

MODEL

3

Market & Competitor Research

Study industry trends, target companies, competitor positioning, technology usage and potential buyer pain points.

Deliverables: research summary, target segments, competitor observations and outreach angles.

MODEL

4

Email List & Campaign Support

Find and organize suitable prospect records, prepare concise email messaging and structure follow-up activity.

Deliverables: segmented list, message drafts, follow-up plan and campaign-ready spreadsheet.

Target Industries

Industry-focused prospecting with messaging shaped around each market's operating context and buyer priorities.



Financial Services

Target roles: founders, CEOs, managing partners, sales leaders, operations leaders and technology decision-makers.

Focus areas: client acquisition, growth, process visibility and service expansion.



Construction

Target roles: owners, managing directors, commercial directors, operations managers and project leaders.

Focus areas: pipeline growth, bids, project opportunities and business partnerships.



Real Estate

Target roles: founders, brokers, investment leaders, development directors and property operations teams.

Focus areas: investor outreach, partnerships, lead generation and market expansion.



Oil & Gas

Target roles: executives, business development directors, procurement leaders and operations stakeholders.

Focus areas: vendor relationships, specialized services, regional opportunities and partnerships.



Healthcare

Target roles: clinic owners, healthcare executives, operations directors and growth leaders.

Focus areas: patient journey systems, partnerships, service growth and operational improvement.

Target Markets & Buyer Profiles

International outreach adapted to the client's geography, industry and preferred decision-maker level.



UAE / Dubai

Outreach to founders, directors and growth leaders across Gulf B2B companies.



Saudi Arabia

Targeted company research with role-based messaging for expanding B2B sectors.



United Kingdom

Concise, professional outreach for SMEs, service firms and technology-enabled businesses.



United States

Segmented prospecting using industry, company and seniority filters.



Canada

Outreach for growing companies, service firms and operations teams.

Common Buyer Roles



Founder / CEO

Strategic growth, partnerships and overall business direction.



Sales Leader

Pipeline development, prospecting performance and revenue growth.



Marketing Leader

Audience targeting, campaigns, positioning and demand generation.



Operations Leader

Processes, service delivery, systems and cross-team efficiency.



Business Development

Partnerships, account growth, market entry and opportunity creation.

Why Work With Me

A disciplined, transparent and quality-focused approach to B2B outreach.

1

Research Before Outreach

I study the company and the buyer before sending a message, which improves relevance and protects brand reputation.

2

Quality Over Volume

I prioritize accurate targeting and strong-fit prospects instead of filling a list with unqualified contacts.

3

Natural Communication

Messages are simple, respectful and peer-to-peer, avoiding overly promotional language in early stages.

4

Organized Delivery

Lead sheets, campaign notes and daily activity are structured so progress is easy to review.

5

Continuous Improvement

I review results, learn from feedback and refine messaging and targeting for better outcomes over time.



I work at the intersection of research, communication and business development - helping teams turn the right prospects into genuine opportunities.

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Strong outreach begins with clear targeting. When the right companies, the right decision-makers and the right message come together, business conversations become more predictable and valuable.



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SCAN TO CONNECT