

ZAHRA A. SIDDIQUE

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SUMMARY

High-energy, results-driven, resilient professional that loves to build relationships and contribute to business growth

SKILLS

- Relationship Building & Networking
- Lead Qualification & Generation
- Consultative Sales
- Booking Meetings (Calendly)
- Prospect Research Tools (Mobbo, Owler, LinkedIn Sales Navigator, Hunter)
- Sales Outreach Tools (Yesware, Mailtrack)
- MS Office (Word, Excel, Powerpoint)
- CRM (Close.io)

WORK EXPERIENCE

Appnext (Mobile Advertising), San Francisco, CA

May 2017 – Jan 2018

Business Development (Supply/Publishing)

- Created and managed quarterly pipeline of 1500+ app developers (iOS/Android) across North America, Russia, UK, Australia and Vietnam
- Drove revenue growth through cold email outreach with a focus on setting appointments for team to develop further
- Leveraged sales outreach & prospect research tools like Yesware, LinkedIn Sales Navigator, and Mobbo
- Adapted new company culture and performed in a fast-paced startup environment with minimal training
- Self-taught working knowledge of mobile ad space lingo, competition and current industry trends
- Represented Appnext at industry conferences like MWC and events to help build new business relationships
- Visited company HQ in Tel-Aviv, Israel for their global all hands-in sales trip

University of the Pacific Alumni Association, Stockton, CA

April 2015 – May 2016

Alumni Engagement Representative

- Cold-called/emailed a targeted list of alums to arrange discovery interviews and write stories regarding their experiences
- Conducted informal interviews, established meaningful connections and assessed potential re-engagement opportunities
- Surpassed quota of interviews by 66%, with the highest number on team, resulting in leadership
- Traveled regularly throughout Bay Area to meet with top alumni professionals including C-level executives from companies like Pacific Workplaces, Webcor Builders, MedData, Peekshare

ApexChat (Lead Generation Software), Pleasanton, CA

2012 – 2015(Summer/Winter)

Social Marketing Representative of one of the largest global online Chat service provider (Summer 2015)

- Managed social media marketing projects including web processing and curating web content, and social listening
- Researched customer prospects to generate sales leads resulting in 3 new clients in the medical spa/cosmetic sectors

Chat Auditor (Summer/Winter Break 2012-2014)

- Audited thousands of chats and provided reports to meet and improve standards
- Developed key metrics and inputs for the executive staff to improve on the product functionality
- Analyzed and identified opportunities for up-selling within customer base
- Provided Chat Service to end customers from US, UK, and Australia
- Trained and evaluated non-native English speaking Agents on performance in conducting customer service chats

EDUCATION

University of the Pacific, Stockton, CA

Bachelor of Science, Business Administration

May 2017

Concentrations in Entrepreneurship and Marketing

Study Abroad: Assisi, Italy – 7-week faculty-led learning and cultural exchange (Summer 2016)
