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Top Skills

CRM Integration & Management

Email Campaign Performance
Analysis

Email Authentication Setup (SPF,
DKIM, DMARC)

Certifications

Digital Marketing

Fundamentals of digital marketing

Email Marketing

Abrar Hussain

B2B Cold Email Marketing Expert | Email Deliverability Specialist |
Helping SMEs & Agencies Book More Sales Meetings | Automated &
Scalable Email Solutions | Pay-Per-Performance

Hyderabad, Sindh, Pakistan

Summary

I specialize in B2B Cold Email Outreach and Email Deliverability, helping small-to-medium enterprises (SMEs) grow their business by booking more sales meetings with their ideal customers. With over 5 years of experience, I've had the privilege of working with leading marketing agencies and diverse clients who consistently achieve high ROI from my automated email strategies.

My expertise covers Cold Email Campaigns from start to finish—crafting highly personalized, automated sequences that resonate with the target audience and yield exceptional open and reply rates. If your emails are landing in spam or you're not seeing the engagement you need, I excel at fixing deliverability issues and ensuring your messages consistently reach the inbox.

What I bring to the table:

- Automated Meeting Booking: I help businesses book more sales meetings with minimal effort through data-backed, fully automated cold email processes.
- Deliverability Expertise: From solving spam problems to improving sender reputation (SPF, DKIM, DMARC), I ensure your emails hit the inbox, maximizing engagement.
- Customized Solutions: My approach is highly personalized. I provide a FREE consultation to understand your needs, and I create a tailor-made strategy that aligns with your business goals.
- Proven ROI: My clients typically see a return on investment quickly due to my targeted email campaigns and effective lead generation methods.

- Cost-Effectiveness: Cold email outreach remains one of the most affordable and scalable ways to generate leads and grow your business. With my strategies, you can reach your ideal audience at a fraction of the cost of traditional marketing channels.

I'm skilled in using tools like Smartlead, ActiveCampaign, Instantly, and many more to streamline your outreach. Additionally, I handle email list cleaning, DNS management, and domain/IP reputation monitoring to ensure your campaigns run smoothly.

Let's chat about how I can help you improve your email marketing, solve deliverability issues, and grow your business through effective cold email outreach.

Interested?

Send me a message or book a free consultation today!

Experience

CashGOAT

Cold Email Marketer & Executive Assistant

June 2024 - Present (5 months)

I manage B2B cold email marketing and outreach, setting up and optimizing campaigns to improve deliverability and generate leads. I handle email automation, campaign tracking, and performance analysis to ensure success and high ROI.

As an Executive Assistant, I coordinate meetings, manage schedules, and streamline communication to keep operations running smoothly. I also maintain our internal knowledge base, ensuring efficient team collaboration and helping CashGOAT meet its business goals.

Your Music Manager

Email Marketing and Virtual Assistant

June 2024 - Present (5 months)

The role involved managing email marketing tasks to boost e-commerce and ticket sales. Responsibilities included setting up and optimizing email campaigns, creating engaging content, and implementing automated flows like welcome series and abandoned cart reminders. Campaign management,

email automation, and performance analysis were key aspects to ensure maximum ROI and success. All tasks were aligned with business objectives and focused on delivering high-quality results.

As a Virtual Assistant, I handled administrative tasks, managed schedules, coordinated communications, and supported social media management by responding to comments and DMs. I also assisted with event planning and travel arrangements, contributing to smoother operations and increased productivity.

Catalyst Holdings

Email Systems Setup

March 2024 - Present (8 months)

As an Email System Technical Setup Specialist at Octane Collective Inc., I am responsible for the comprehensive setup and integration of email systems for our clients. My key responsibilities include:

- Accessing and managing client accounts on various platforms including Porkbun, Microsoft, Smartlead, and Make.
- Connecting multiple domains to Microsoft accounts and configuring essential DNS records (MX, TXT, CNAME, DMARC, and DKIM) to ensure optimal email deliverability and security.
- Creating and configuring user accounts, including setting up two-factor authentication and integrating with third-party services such as Smartlead.
- Enabling email warmup processes to improve sender reputation and deliverability.
Implementing automated workflows using Make.com blueprints to streamline client operations and communication.
- Maintaining meticulous records and tracking project progress in Airtable to ensure timely and accurate completion of all technical setup tasks.

This role requires a high level of attention to detail, technical expertise, and the ability to manage multiple projects simultaneously. I take pride in delivering seamless and efficient email system setups that empower our clients to effectively manage their communications.

Momentum Nexus

B2B Cold Email Marketing Specialist

April 2024 - Present (7 months)

The role involves managing B2B cold email marketing and outreach tasks, including setting up and optimizing cold email campaigns, improving deliverability, and generating leads through targeted strategies. Responsibilities also include campaign management, email automation, and performance analysis to ensure maximum ROI and success. All tasks will be aligned with business objectives and focused on delivering high-quality results.

Wealth Winder

Digital Growth Assistant

March 2024 - October 2024 (8 months)

In my role as a Digital Growth Assistant at Wealth Winder, I am instrumental in driving the company's online growth and outreach strategies. Working closely with Paul, the visionary behind Wealth Winder, I undertake a diverse range of responsibilities aimed at maximizing the company's digital presence and impact.

My key duties encompass:

- Strategizing and executing targeted prospect research to curate extensive lists for outreach campaigns, fostering valuable partnerships and collaborations.
- Orchestrating professional email outreach initiatives, ensuring effective communication and relationship management with potential collaborators and partners.
- Spearheading the optimization of the Wealth Winder WordPress website, implementing content enhancements, theme customization, and proficient troubleshooting to enhance user experience and functionality.
- Seamlessly integrating multimedia content, including images, videos, and infographics, to create an immersive and engaging online environment.
- Driving performance optimization efforts to boost website speed and functionality, elevating user satisfaction and interaction.

Through my proactive approach and strategic insights, I contribute significantly to Wealth Winder's digital growth trajectory, cementing its position as a formidable presence in the online realm.

Boss Components

Marketing Assistant

February 2024 - June 2024 (5 months)

As a Marketing Assistant at Boss Components, I play a pivotal role in supporting the marketing initiatives of the company. Collaborating closely with the marketing team, I contribute to the development and execution of marketing campaigns across various channels.

Key Responsibilities:

- **Content Creation and Editing:** I am responsible for editing and enhancing blog articles to ensure high-quality content that aligns with our brand voice and resonates with our target audience. Additionally, I assist in creating engaging social media content and product descriptions.
- **Social Media Management:** Managing multiple social media platforms, I engage with our audience, respond to inquiries, and foster community interaction. I develop and implement strategies to increase our social media presence and drive user engagement.
- **E-commerce Support:** I assist in managing product listings on our website as well as third-party platforms like Amazon and eBay. This includes optimizing product descriptions, images, and ensuring accuracy and consistency across all platforms.
- **Email Marketing:** I contribute to email marketing efforts by assisting in the creation of email campaigns, designing templates, and setting up automations to nurture leads and drive conversions.
- **Market Research and Analysis:** Conducting thorough market research, I gather insights into industry trends, competitor activities, and consumer behavior. I analyze data to identify opportunities for growth and optimization of marketing strategies.
- **Collaboration and Communication:** Working closely with cross-functional teams, I ensure seamless coordination and alignment of marketing initiatives with overall business objectives. I communicate effectively to convey project updates, insights, and recommendations.

Indie Plant Marketing

Experienced Digital Marketing VA

April 2024 - May 2024 (2 months)

My tenure as an Experienced Digital Marketing Virtual Assistant at Indie Plant Marketing is defined by an unwavering commitment to excellence, a dedication to continuous improvement, and a passion for making a tangible impact within the dynamic realm of music marketing.

Wooden Rock Media Group LLC

Business Manager VA

November 2023 - May 2024 (7 months)

As a Freelance Business Manager VA at Wooden Rock Media Group LLC, I collaborate closely with the founder, Mark, to streamline operations and enhance productivity. My role encompasses a wide array of tasks, demonstrating versatility and adaptability in a dynamic work environment.

In this capacity, I am actively involved in proposal creation and job application processes. Working in tandem with Mark, we formulate and send out proposals for various projects, showcasing our capabilities and expertise to potential clients.

A significant aspect of my role involves lead generation, particularly on Amazon. I leverage advanced tools like Apollo.io for email automations, ensuring effective outreach to potential leads. Through strategic scraping techniques, I identify valuable leads, contributing to the growth and expansion of Wooden Rock Media Group LLC.

My responsibilities extend to the creation and management of detailed spreadsheets for job tracking, hour tracking, and other tasks as requested by Mark. This meticulous approach ensures transparency and efficiency in project management, allowing for seamless collaboration between team members.

My commitment to excellence, coupled with a proactive and detail-oriented approach, defines my contribution to Wooden Rock Media Group LLC and other projects I am involved in. I am driven by a passion for efficiency and a desire to contribute to the success of the teams I work with.

Pure Growth

Lead Scraper and Emails Automations

December 2023 - April 2024 (5 months)

As a Freelance Lead Scraper and Emails Automation Specialist at Pure Growth, I play a pivotal role in optimizing outreach strategies for enhanced client engagement in the field of marketing services.

Key Responsibilities:

- **Lead Scraping and Data Extraction:** Utilizing tools like Apollo.io, I excel in lead generation by scraping and validating contact details. I ensure the accuracy and relevance of the data, contributing to the success of targeted marketing campaigns.
- **Emails Automation:** Leveraging my expertise, I design and execute effective email sequences to streamline communication, enhance outreach, and maximize response rates.
- **Client Interaction and Collaboration:** Actively engaged in ongoing discussions with team members, including Pure Growth Partner Jack Siegel, through platforms like Slack and Google Meet. I provide regular updates, seek feedback, and participate in strategy discussions for continuous improvement.
- **Problem-Solving and Optimization:** I identify areas for improvement in the outreach strategy, proposing solutions to enhance email delivery rates, optimize follow-up sequences, and refine subject lines for increased engagement.
- **Lead Sheet Management:** I manage extensive lead sheets with precision, ensuring that the information is organized, accurate, and readily accessible. This contributes to a streamlined workflow and efficient collaboration within the team.

Achievements:

- Successfully extracted and incorporated over 5,991 Car Dealerships contacts into the SEO Email sequence for Pure Growth.
- Resolved issues related to trial limitations on data extraction tools, ensuring continuous lead generation capabilities.

My commitment to delivering high-quality results, coupled with a collaborative and communicative approach, positions me as a valuable asset in driving Pure Growth's marketing efforts to new heights.

Vortex Detailing

Social Media Manager

November 2023 - April 2024 (6 months)

As a versatile and dynamic Social Media Manager and Content Creator at Vortex Detailing, I thrive in the realm of digital marketing, specializing in social media strategy, content development, and brand enhancement. Operating in a freelance capacity, I am dedicated to elevating Vortex Detailing's online presence and fostering business growth.

Key Achievements and Responsibilities:

- **Strategic Social Media Management:** Expertly curate and manage Vortex Detailing's social media platforms, including Instagram and YouTube, with a focus on engaging content, brand storytelling, and community building.
- **Content Creation:** Spearhead the creation of compelling visuals and videos, leveraging creativity to showcase Vortex Detailing's exceptional auto detailing and ceramic coating services. Employing tools like Canva and video editing software, I ensure content aligns with the brand's aesthetics.
- **Client Collaboration:** Work collaboratively with clients to understand their business goals and craft content that resonates with their target audience. Engage in regular communication, seeking feedback, and adjusting strategies to meet evolving needs.
- **Optimization Strategies:** Implement data-driven strategies to enhance the visibility and engagement of Vortex Detailing on social media platforms. Leverage insights to refine content, hashtags, and posting schedules for maximum impact.
- **YouTube Channel Management:** Oversee the organization and optimization of Vortex Detailing's YouTube channel. Collaborate on video concepts, titles, and thumbnails to attract and retain viewership.

Clifford Auto parts

Digital Marketing Manager

January 2023 - January 2024 (1 year 1 month)

With over 1 year of experience at Clifford Auto Parts, I've held a pivotal role as a Digital Marketing Manager. In this dynamic position, I've played a crucial part in the company's growth through my diverse skill set and commitment to excellence.

- As a Digital Marketing Manager, I spearheaded the creation and management of an E-commerce WordPress website, ensuring a seamless

online presence for Clifford Auto Parts. This included listing the business on Google My Business and resolving complex technical issues, contributing significantly to the enhancement of the company's digital footprint.

- A key contributor to the success of Clifford Auto Parts, I undertook the responsibility of listing more than 50 products daily on the E-commerce platform. This hands-on approach played a vital role in the company's continuous growth.
- Over the course of a year, I managed a spectrum of tasks ranging from account setup and SEO optimization to content creation, social media management, social media marketing, google ads, lead generation and fostering organic growth. My role involved active participation in weekly team meetings, ensuring seamless coordination and communication within the organization.

My experience at Clifford Auto Parts has equipped me with invaluable skills in media management, technical problem-solving, and the intricacies of digital marketing. I am proud to have been an integral part of the company's journey, contributing to its success and growth in the competitive market.

BPD

Virtual Assistant

March 2022 - October 2023 (1 year 8 months)

Over 1.5 years of Virtual Assistant experience at BPD, working 9 to 5 EST, 8 hours per day, and 40 hours per week, also weekly and monthly teams meetings.

I served as a Virtual Assistant for more than a year, handling a diverse range of tasks. Some of my responsibilities included website rebuilding, accounting payout reporting, website duplication, quality control, SEO development, and Google My Business (GMB) management. I'm proud to have showcasing organizational abilities.

Education

St. Paul's High School

High School Diploma · (January 2011 - June 2024)

Noor Shah College

· (September 2024)