

IQWAK BHURJI

SALES PROFESSIONAL & REVENUE GENERATOR

+1 858 531 8864

ibhurji@gmail.com

[linkedin.com/in/iqwak/](https://www.linkedin.com/in/iqwak/)

SUMMARY

Digital sales and marketing professional with 7+ years of experience building successful partnerships, implementing strategy, and exceeding revenue goals.

Results-driven and enthusiastic leader with a strong background in cultivating B2C & B2B relationships that generate new ideas and drive innovation.

Highly motivated and passionate self-starter with a creative attitude and entrepreneurial spirit applicable to numerous industries and organizations.

Papa of 1, Dog Daddy of 4, and a lover of Hip-Hop. For additional details explaining my multifaceted portfolio, please visit: www.iqwak.com

EXPERTISE

- Digital Strategy
- SaaS Sales
- Pipeline Management
- Business Development
- Customer Success
- Consultative Selling
- Lead Generation
- Contract Negotiations
- Strategic Business Planning
- Account Management
- Social Media Marketing
- Salesforce
- UGC Strategy

HIGHLIGHTS

- Expanded independent business presence into new markets & boosted revenue by 156%.
- Launched new business verticals at YuMe and increased clientele by 265% in 1 year through SaaS sales.
- Awarded "Highest Performing Account Executive" in 2015 and promoted twice during tenure.

EDUCATION

University of California, San Diego (2009)
- B.A. in Economics
- Minor in Music

PROFESSIONAL EXPERIENCE

Desi Junction, Inc | www.desijunctiondjs.com Houston, TX
Sr. Sales Manager 2016 - Present

An entertainment company providing audio, visual, and staging services for corporate events, South-Asian luxury weddings, and private clients with offices in Houston, Austin, and Dallas, TX.

- Exceeded targets to generate ~\$450K of direct company revenue in 2019 by identifying local vendor partnerships and increasing the sales pipeline by 52% through value-based selling both within the local and national markets.
- Developed vision, growth marketing strategy, and opportunities for a \$1.5 MM portfolio by taking a customer-centric approach, which yielded process efficiency, improved customer acquisition by 18%, and increased customer retention by 11%.
- Manage private clients, identify upsell opportunities, and cross-sell additional services resulting in 100% customer satisfaction, 13% increase in market share, and 75% year-over-year growth since 2016.

YuMe by RhythmOne | www.rhythmone.com Redwood City, CA
Sr. Account Executive, Platform Sales 2013 - 2016

A leading provider of digital video brand advertising solutions that enables advertisers to reach targeted, brand receptive audiences across a wide range of Internet-connected devices.

- Sold YuMe's SaaS platform, Enterprise cloud-based solutions, and proprietary SDK to publishers and helped customers monetize on mobile, Smart TV, and desktop devices.
- Attained 100%+ every quarter and generated ~\$1.3 MM in revenue in 2015 by adding 42 publishers to network and focusing on prospecting, qualifying, and closing deals.
- Named "Committee Chair" to lead cross-functional initiatives with executive team.

Klasikhz Music, LLC | www.bestDJalive.com Houston, TX
Founder & Owner 2006 - Present

An independent production company focusing on music creation, remixing, curation, and DJing.

- Manage 6 team members & oversee promotion of digital content, campaign strategies, podcast, and newsletter resulting in 67% increase in subscribers and 500 MM+ streams.
- Secured content partnerships and music placements on ABC's "Shark Tank" (global digital & linear TV syndication), PopSugar Fitness, and news outlets (FOX, CBC, WSJ) and handled all aspects of negotiation, relationship management, and distribution.