

Hello Everyone.

I'm
**MUHAMMAD
ISHFAQ**

Lead Gen & Email Marketing Specialist



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Portfolio 2025





About My First Email Marketing Project

Work Experience

2023 **Webhoster.ca** | *Email Marketing Executive*

I successfully worked as an Email Campaign Manager for Webhoster.ca for three months, where I managed and executed high-performing cold email outreach campaigns. During this period, I strategically sent 250,000 targeted emails, generating 5,000+ responses, including interested prospects, future follow-ups, requests for more details, and referrals to decision-makers. My expertise in email automation, audience segmentation, and personalized outreach played a key role in optimizing engagement and maximizing conversions. This experience strengthened my ability to drive lead generation and enhance brand visibility through data-driven email marketing strategies.





WEBHOSTER.CA

COLD & TARGETED EMAIL
ENGAGEMENT

Analysis Report

Period Analyzed:
Jan 2023 - Mar 2023

Campaigns Performance on monthly basis

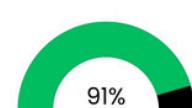
Campaign Month	Total Email Sent	Open Email	Reply Email	Conversion Rate	Booked Meeting
Jan 2024 CRM MailChimp	21K	14K	1270	6.05%	37
Feb 2024 CRM MailChimp	18K	11K	1090	6.06%	34
Mar 2024 CRM MailChimp	26K	16K	1400	5.38%	43

Percentage Breakdown

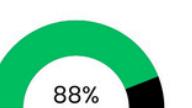
Top Performing campaign time & date



19 Jan 10 AM
Finance



11 Feb 10 AM
Healthcare



27 March 10 AM
Retail

Key Insights Top Campaign by Month

Jan Campaign

➔ Finance Industry | 19 Jan | 10 AM | 82% Success Rate
Targeting financial professionals at peak engagement hours resulted in strong open and response rates. A well-personalized approach and industry-specific value proposition contributed to the campaign's success.

Feb Campaign

➔ Healthcare Industry | 11 Feb | 10 AM | 91% Success Rate
With healthcare professionals actively seeking solutions, this campaign achieved exceptional engagement by aligning messaging with industry pain points and leveraging targeted outreach during optimal response hours.

Mar Campaign

➔ Retail Industry | 27 March | 10 AM | 88% Success Rate
Retail decision-makers responded well to well-timed messaging that emphasized industry trends, seasonal demands, and cost-saving opportunities. High open rates indicate strong audience targeting and compelling subject lines.



About My 2nd Email Marketing Project

Work Experience

2023 CHS

| *Email Campaign Manager*

I worked as an Email Campaign Manager for Canadian Health Systems Inc. for five months, where I successfully executed targeted cold email campaigns to engage healthcare professionals and decision-makers. During this time, I sent 25,000 highly personalized emails, generating 1,500+ responses, including requests for more details, future opportunities, referrals to assistants, and strong interest in the services offered. My expertise in email automation, audience segmentation, and strategic follow-ups ensured high engagement and optimized response rates. This role further enhanced my ability to drive effective B2B outreach and lead generation through data-driven email marketing strategies.



CHS CANADIAN
HEALTH
SYSTEMS INC.

COLD & TARGETED EMAIL ENGAGEMENT

Analysis Report

Period Analyzed: Feb 2023 - May, 2023

Campaigns Performance on monthly basis

Campaign Month	Total Email Sent	Open Email	Reply Email	Conversion Rate	Booked Meeting
Feb 2023 CRM Klaviyo	7K	3.5K	340	5.29%	19
March 2023 CRM Klaviyo	8K	4.3K	370	4.25%	21
Apr 2023 CRM Klaviyo	5K	3.1K	298	5.96%	18
May 2023 CRM Klaviyo	5K	2.9K	265	5.30%	12

**Percentage Breakdown
Top Performing campaign time & date**

85.7% 11 Feb 9 AM Canada & USA Health care and consumer industry	81.2% 07 March 9 AM Canada & USA Health care and consumer industry	79.6% 03 Apr 9 AM USA Canada & USA Health care and consumer industry	66.4% 29 May 9 AM Canada & USA Health care and consumer industry
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Key Insights Top Campaign by Month

Feb Campaign
This campaign performed exceptionally well, with a high open rate and strong engagement. The 30% reply rate indicates that the messaging resonated well with the audience. Optimizing follow-ups and nurturing these leads can further increase conversions.

Mar Campaign
The highest reply rate at 33% suggests that this campaign effectively captured interest, but a slightly lower conversion rate (17.7%) means further engagement is needed. Refining call-to-actions (CTAs) and enhancing personalization in follow-ups may drive better results.

Apr Campaign
A strong conversion rate (20.88%) with a well-targeted audience. The open and reply rates indicate good deliverability and interest, making this a repeatable success model. Future strategies should focus on scaling outreach to similar prospects.

May Campaign
This campaign had the lowest conversion rate (10.56%), likely due to lower engagement levels. Adjustments in subject lines, audience targeting, and messaging personalization could improve performance. Running A/B tests on outreach content may help optimize results.





About My 3rd Email Marketing Project

Work Experience

2024 Cutting Edge Projects Uk Ltd. | *Email Marketing Executive*

As an Email Marketing Executive at Cutting Edge Projects UK Ltd., I managed and executed targeted cold email campaigns for four months, focusing on lead generation and client acquisition. During this time, I sent 170,000 highly personalized emails, generating 800+ responses, including requests for more details, future collaboration inquiries, and direct assistant connections. Through strategic follow-ups and engagement, I successfully booked over 250 meetings, converting many leads into long-term clients who continue working with Cutting Edge Projects UK Ltd. today. My expertise in cold outreach, email automation, and lead nurturing played a key role in driving business growth and high-value partnerships.

Portfolio 2025



COLD & TARGETED EMAIL ENGAGEMENT

Analysis Report



Period Analyzed:
May 2024 - Sep, 2024

Campaigns Performance on monthly basis

Campaign Month	Total Email Sent	Open Email	Reply Email	Conversion Rate	Booked Meeting
May 2024 CRM MailChimp	35K	20K	1,170	3.34%	31
June 2024 CRM MailChimp	50K	15K	1,009	2.02%	26
July 2024 CRM MailChimp	50K	19K	950	1.90%	39
August 2024 Outlook Mail Merge	50K	13K	1,250	2.50%	24
September 2024 CRM MailGun	45K	14K	1,100	2.44%	22

Percentage Breakdown Top Performing campaign time & date



Key Insights Top Campaign by Month

May Campaign

May 2024: The UK IT Industry campaign on May 17 at 9 AM achieved a 70% engagement rate, indicating strong interest in IT-related solutions.

Jun Campaign

June 2024: The USA Retail Industry campaign on June 14 at 9 AM delivered the highest engagement of 79%, suggesting optimal timing and messaging alignment.

Jul Campaign

July 2024: The USA Healthcare Industry campaign on July 21 at 11 AM performed best with an 80% success rate, reflecting high demand and effective targeting.

Aug Campaign

August 2024: The UK Healthcare Industry campaign on August 1 at 9 AM recorded a 73% engagement rate, reinforcing healthcare as a strong conversion sector.

Sep Campaign

September 2024: The UK Retail Industry campaign on September 15 at 9 AM achieved a 69% engagement rate, highlighting retail as a consistently responsive sector.



My Top Lead Gen Projects with projects Budget amount

Portfolio 2025

Jul 7, 2023 - Jul 19, 2023

Mar 22, 2023 - Jul 7, 2023

Oct 28, 2022 - Feb 17, 2023

Nov 11, 2024 - Present

Apr 8, 2024 - Present

Jan 30, 2024 - Present

Oct 16, 2023 - Present

Aug 27, 2023 - Present

Jun 23, 2023 - Present

Feb 17, 2024 - Present

Jun 27, 2024 - Present

M. Ishfaq Contract for List Building	\$400.00
Pull names from a website	\$200.00
Lead Generation	\$600.00
Virtual Assistant	\$675.50
email misc	\$865.00
List Building	\$200.00
Lead Gen Details for Lead List	\$496.00
Investor Lists	\$400.00
Email ID scrapping from LinkedIn	\$300.00
Scrape Prosper Attendee list	\$50.00
HR Training Completion Assistance	\$50.00

I have successfully executed targeted lead generation campaigns for diverse industries, including Finance, Healthcare, Retail, IT, and SaaS. By utilizing LinkedIn Sales Navigator, Apollo, Google Research, and CRM tools, I have identified and engaged high-quality prospects, driving strong conversion rates. My expertise in cold outreach, email marketing, and data-driven prospecting has led to thousands of verified leads, high response rates, and a significant increase in booked meetings. Whether working on short-term projects or ongoing campaigns, I consistently deliver measurable results by optimizing strategies and refining targeting criteria for maximum impact.



Professional Skills

I have a strong skill set in lead generation, data entry, email marketing, virtual assistance, and HR-related tasks. With a keen eye for detail and efficiency, I specialize in gathering and managing high-quality leads, ensuring accurate data entry, and executing targeted email marketing campaigns. My experience in virtual assistance allows me to handle administrative tasks seamlessly, while my HR expertise includes recruitment, employee management, and other key functions that support business growth. I am adaptable, organized, and committed to delivering results with precision and professionalism.

Lead Generation Specialties



Email Marketing Specialties



Data Entry Specialties



Virtual Assistant Specialties



HR Specialist Specialties



Recent Project

- Good4ULabs – Recently worked on developing customized health and wellness solutions, integrating AI-driven diagnostics and personalized supplement recommendations to enhance user experience and effectiveness.
- Agburuike Hotels – Focused on expanding luxury hospitality services, improving guest experiences with upgraded amenities, and launching new event hosting services to cater to corporate and social gatherings.
- Performance Analytics Corporation – Led initiatives in advanced data analytics, optimizing business intelligence solutions for clients, and enhancing performance tracking systems for improved operational efficiency.



PERFORMANCE ANALYTICS
CORPORATION

Portfolio 2023



GOOD4U LABS & CLINIC

Portfolio 2024



AGBURUIKE HOTELS

Portfolio 2023

Brand Identity

SOCIAL MEDIA DESIGN

At Good4ULabs, I manage social media marketing, lead generation, and content strategy, helping to promote their innovative health and wellness solutions. Through engaging posts, targeted campaigns, and community engagement, I ensure their message reaches the right audience, increasing brand awareness and customer engagement.

For Agburuike Hotels, I handle social media management, promotions, and guest engagement, showcasing the hotel's luxurious stays, premium amenities, and event hosting services. My efforts focus on attracting travelers, boosting direct bookings, and enhancing the hotel's online presence.

📢 Whether it's creating compelling content, running targeted ads, or building a strong digital presence, I take pride in delivering results!

Portfolio Muhammad Ishfaq



Portfolio 2025



My Best Work

2024 BEST I DO

🚀 Good4ULabs (2024)

🚀 Helping Good4ULabs Thrive in 2024! 🚀

This year, I focused on boosting brand visibility, driving engagement, and generating leads for Good4ULabs. Through strategic content, targeted campaigns, and social media management, I helped showcase their innovative health and wellness solutions to a wider audience. Excited for more growth ahead!💡🌟

2025 BEST I DO

Agburuike Hotels (2025)

🏨 Elevating Agburuike Hotels in 2025! 🌟

In 2025, my role continues in expanding Agburuike Hotels' online presence, increasing guest bookings, and highlighting their luxury hospitality services. Through compelling social media content, promotional campaigns, and customer engagement, I ensure travelers experience the best in comfort and service. Excited for another year of success! 🌟



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Client Testimonials for Lead Generation



JON GETTINGER
My Client
PIPE17

- Will use again
- Second time I have used Mohammad for list work. He is fast and dependable



PAUL CLARKE
My Client
OTHER MIND, INC.

- responsive and hard working





Thank You

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I appreciate you taking the time to explore my portfolio. With expertise in lead generation, data entry, email marketing, virtual assistance, and HR tasks, I am committed to delivering efficiency, accuracy, and impactful results in every project I undertake. I look forward to the opportunity to collaborate and contribute to your success.

Feel free to connect with me—I'd love to discuss how I can support your business needs!

Contact Me



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