


# Afzal Subhani

Miami, Florida, United States

 afzal.subhani1991@gmail.com

 +92-3200405568

 [linkedin.com/in/afzal-s1991](https://www.linkedin.com/in/afzal-s1991)

## Summary

I help blockchain startups in building Web3 products. I'm responsible for both product planning and marketing. This includes managing the product throughout the product lifecycle. And working closely with the engineering and designing team to deliver winning products. A few of the strongest skills I possess are market research, people management, and prioritizing.

"I'm impressed with the success stories of Bill Gates, Mark Zuckerberg, Warren Buffet, and many more But I don't want to become them. Yes! I want to be on the list and I'll be working hard and smart to do so - Afzal Subhani"

I love to network with blockchain leaders worldwide to make sure I'm always running along with the latest industry trends.

- 1: Attendant of World Blockchain Summit 2019, Dubai
- 2: Attendant of Blockchain Africa Conference 2020, Johannesburg, South Africa
- 3: Attendant of Future Innovation Summit 2022, Dubai
- 4: Speaker at MetavSummit 2023, Dubai

Here is my intro:

A versatile individual who aims for perfection with professional experience in business development and product management. I encouraged companies to develop and create a consistent project pipeline by supporting compelling Marketing/Sales channels by means of online project Bidding, Email Marketing, and Inbound and Outbound Marketing methodologies. And someone who isn't just a business development guy but helps clients in building blockchain products in the latest trends of metaverse and web3.

My Expertise:

- >Strategic Partnerships
- >Blockchain Product Development
- >DeFi, P2E, Metaverse, Web3, NFT Marketplace
- >Freelancing (All Freelancing Channels including Upwork)
- >Email Marketing (Campaign setup/Lead generation campaign/ Official Email finder)
- >Social Media Marketing

## Experience



### Strategic Advisor

Gaia Everworld

Jan 2023 - Present (1 month)



### Product Business Development Manager

## SIJ Global

Apr 2021 - Present (1 year 10 months)

I'm responsible for developing and leading 7 startups leveraging blockchain technology under the umbrella of SIJ Global.

We have started some exciting products for the World already:

1: SPORTREX INC:

Sportrex is the first decentralized platform encompassing all three essential components of an online e-sport: play-to-earn, social networking, and gameplay. Built on multi-chain networks and attracts game enthusiasts, game creators, developers, brand ambassadors, celebrities, up-and-coming superstars, and influencers on our platform. In addition, Sportrex has an NFT Marketplace, which is positioned to be the largest in the world.

2: SMARTBLOC (under development)



## Strategic Advisor

Arkania Protocol

Dec 2021 - Present (1 year 2 months)

Arkania Protocol is a multi-chain, interoperable platform that can find and launch projects from any part of the crypto sphere. We are offering an exciting world of innovation through a multi-chain launchpad.



## Product Manager

Sportrex Inc

Apr 2021 - Present (1 year 10 months)

Sportrex is an all-in-one platform, your one-stop shop for e-sports, gaming, betting, and unrivaled metaverse experience. It is a decentralized platform built on blockchain technology, meaning any centralized system does not control it but instead leaves users in charge.

Our platform was designed and excellently executed to deviate from the norm and rekindle the excitement associated with esports, gaming, and betting. Some of our core features include:

- >GamersWallet; a decentralized cryptocurrency wallet for safekeeping of crypto winnings and exchanges.
- >Game streaming; an entertaining feature that allows gamers to stream their game for others to watch.
- >Access to the most popular leagues and games.
- >P2p match and betting; allows users to predict outcomes of future occurrences.
- >Cloud gaming; access to the most profitable cloud gaming system.
- >Kids game zone; home of educational, exciting, and fun kids games.
- >SportVerse; an unrivaled immersive metaverse ecosystem.
- >NFT marketplace; a platform bridging the gap between creators, collectors, and enthusiasts of digital assets.
- >Defi Match module; financial structures for diversifying means of income.
- >Pensure; gamer's pension plan accessible to each gamer.



## **Business Development Manager**

Vaival Technologies LLC

Feb 2019 - Mar 2021 (2 years 2 months)

2021 updates: I started from scratch on Upwork in 2019 and currently we're running a TOP Rated Upwork account

Upwork Profile: <https://www.upwork.com/agencies/~01f4860b7321e79a91>

My JD:

- 1: Creating an Upwork profile from scratch
- 2: Start getting small-mid size projects by submitting bids
- 3: Develop profile reviews with 5-star ratings till 100% Job Success
- 4: Maintaining sales pipeline (Daily/Weekly/Monthly)
- 5: Generating Revenue through Freelancing Channels
- 6: Helping VAIVAL in creating new Case Studies

My Achievements in VAIVAL:

- 1: Closed a deal of \$\$\$\$\$+, and many other mid-sized projects through Upwork
- 2: Developed Upwork profile from scratch to 100% Job Success & Top Rated Badge



## **Sr. Business Development Executive**

PureLogics

Dec 2017 - Feb 2019 (1 year 3 months)

PureLogics: A full-service technology company with more than 130 employees

MY JD:

- 1: LinkedIn Lead generation
- 2: Leading BD Team (4+ members)
- 3: Email Marketing
- 4: Freelance Bidding (Upwork)
- 5: Team Coaching
- 6: Analysis & Reporting
- 7: Research on finding new opportunities to generate Leads

My Achievement:

- 1: Generated more than 300 warm leads individually in 1 Year
- 2: Lead the team successfully till my last day to meet the team KPIs
- 3: Got opportunity to become part of the Recruitment process for the first interview
- 4: Created training material for lead generation in PDF format for the new joinings
- 5: Created a leader under my tenure who took my place after the resignation (A proud moment).



## **Sales Business Development**

Upwork

Feb 2014 - Dec 2017 (3 years 11 months)

I started my freelancing career with Elance.com and then moved to Freelancer, Guru, Fiverr, PeoplePerHour. I did freelancing for more than 3 years. Let me name a few projects for you:

1: Client Company: Luxury Academy London (London)

Designation: Sales Executive

2: Client Company: MDTox Laboratory (California)

Designation: Admin Support

3: Client Company: Mortgage consultant (Canada)

Designation: Telesales Executive

### **Recruitment Sales Executive**

Jun 2014 - Sep 2016 (2 years 4 months)

Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.

Sells products by establishing contact and developing relationships with prospects; recommending solutions.

Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.

Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.

Prepares reports by collecting, analyzing, and summarizing information.

Maintains quality service by establishing and enforcing organization standards.

Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.

Contributes to team effort by accomplishing related results as needed.

### **Customer Service Representative (Wateen Telecom)**

ibex

Oct 2012 - Jun 2014 (1 year 9 months)

Attracts potential customers by answering product and service questions; suggesting information about other products and services.

Opens customer accounts by recording account information.

Maintains customer records by updating account information.

Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.

Maintains financial accounts by processing customer adjustments. Recommends potential products or services to management by collecting customer information and analyzing customer needs. Prepares product or service reports by collecting and analyzing customer information. Contributes to team effort by accomplishing related results as needed.

## **Education**



**University of the Punjab**

Bachelor's degree



**Board of Intermediate and Secondary Education, Lahore**

Intermediate, Arts

2010 - 2011



**Government Central Model School**

Matric (Science)

2007 - 2008

## Licenses & Certifications



**Inbound Sales - HubSpot**

Issued Apr 2021 - Expires May 2023

1c6720a02aa490cbd635f9bb61ae120



**Sales Enablement - HubSpot**

Issued Apr 2021 - Expires May 2023

5c41067e68a4d73ab8b2ec0fc82ah

## Skills

- Product Management
- Negotiation
- Business-to-Business (B2B)
- Time Management
- Global Product Management
- Product development
- People Management
- Start-ups
- Relationship Building
- Strategic Partnerships