

Mahir Ahmed

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PROFESSIONAL SUMMARY

Technically fluent sales operator with hands-on experience running the full commercial cycle - from cold outreach and prospect qualification through contract close and account management. As founder of a web development and marketing agency, closed multiple four-figure contracts independently while building and deploying the products sold. Deep familiarity with the modern web stack (Next.js, React, Vercel's own deployment ecosystem) means I can hold credible technical conversations with engineering and product leaders - a rare edge in a VDR role. Passionate about Vercel's platform and its role in shaping how teams build for the web.

CORE COMPETENCIES

Cold Outbound Prospecting	Pipeline Generation	Lead Qualification	Full-Cycle Contract Closure	Technical Discovery
Stakeholder Communication	Next.js / React	Web Platform Expertise	Account Management	Cross-functional Collaboration
Behavioural Interviewing	Self-directed Execution			

EXPERIENCE

FM Agency Mar 2024 - Present

Founder & Business Development Lead - Sydney, NSW

- Generated and closed new business independently - ran the full outbound cycle from prospect identification and cold outreach through discovery, scoping, proposal, and contract signature, closing multiple four-figure engagements.
- Built and managed a 10+ client portfolio spanning web development, social media, and content production - handling ongoing account management and upsells after initial close.
- Tailored outreach messaging to each prospect's specific needs and industry context, demonstrating the value of a technical agency over generic alternatives.
- Delivered client websites in Next.js (React), giving first-hand commercial experience with the exact deployment stack Vercel powers - able to speak to engineering and marketing buyers in their own language.
- Expanded the agency's service line into long-form video production by identifying an adjacent opportunity with an existing client, demonstrating cross-sell instinct.

Ashhadu (Pre-launch Startup) 2024 - 2025

Former Founding CTO & Co-founder - Sydney, NSW

- Co-founded and built a consumer matchmaking platform from zero - designed the product, built the full-stack web and mobile app, and co-developed the investor pitch deck used in fundraising conversations.
- Shipped a GPT-powered journaling feature that generated structured behavioural profiles, demonstrating the ability to translate complex AI capabilities into a clear value proposition for non-technical stakeholders.
- Owned all architecture and vendor decisions - selecting the stack, integrating third-party APIs, and managing deployment - the same toolchain decisions Vercel's enterprise customers face at scale.

Trident Security Services (acq. Certis Australia) Nov 2024 - June 2026

Behavioural Analyst Interviewer - Sydney, NSW

- Conduct structured behavioural interviews to assess compliance and identify risk.
Apply active listening and analytical judgement under pressure, developing strong instincts for reading people and extracting signal from ambiguous responses.

LEADERSHIP & COMMUNITY

Sponsorships Director

- Led outbound sponsorship outreach, securing \$5,000 in funding and enabling events that engaged 250+ students - a direct analogue to pipeline generation in a sales context.

EDUCATION

Bachelor of Computer Science - University of New South Wales

Expected 2027

International Science School Scholar, University of Sydney - competitive selection program for high-achieving STEM students.

2023

TECHNICAL FLUENCY

Web Platform: Next.js, React, Node.js, Vercel deployments, REST APIs, Firebase, AirTable

Languages: JavaScript, HTML/CSS, C

AI/Integrations: OpenAI API, GPT-powered features, third-party API integrations, LangChain