



Amir Invicta

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Work Experience

Freelance	Apr 2025 - Present
Freelance Copywriter	
<ul style="list-style-type: none">• Write high-converting emails, landing pages, and sales funnels tailored to SaaS and e-commerce clients.• Translate buyer psychology and market insights into messaging that builds trust and urgency, improving engagement and conversion rates.• Specialise in direct-response copywriting that improves conversion metrics.	
SuiteFiles	Jan 2025 - Apr 2025
Sales Development Representative	
<ul style="list-style-type: none">• Led strategic outbound campaigns through cold calls, personalised emails, and LinkedIn messaging to identify high-potential B2B leads in the document management space• Exceeded conversion benchmarks by 150%, consistently turning outreach into qualified opportunities and supporting a healthy sales pipeline.• Partnered with Account Executives to align on strategy, qualification criteria, and deal handover.• Utilised HubSpot CRM for lead tracking, pipeline management, and performance analysis.	
3 Wise Men NZ	Mar 2024 - Jan 2025
Sales Manager Lead Sales Assistant	
<ul style="list-style-type: none">• Led top-performing store, setting new records across sales KPIs.• Responsible for store opening/closing, team training, and operational processes.• Created internal policies to streamline customer service and team workflow.• Built a loyal customer base with repeat clients requesting personal service.	
Barkers Men's Clothing	Jul 2021 - Jun 2022
Sales Assistant	
<ul style="list-style-type: none">• Responsible for store operations, training, and customer engagement.• Played a key role in creating company policies that were adopted storewide and are still in use.• Provided personalized styling assistance based on fashion expertise to create excellent in-store experiences.	

Education

The University of Waikato	2024
<i>Bachelor of Business</i>	
Hillcrest High School, New Zealand	2020
<i>High School Certificate</i>	