

YUVARAJ

LEAD GENERATION SPECIALIST

PHONE | (+91) 9150580299

EMAIL | dyuvarajan1027@gmail.com

LOCATION | Chennai, INDIA

EXPERIENCE | 6 Years 6 Months

Key Skills

- Cold Calling
- Email Campaign
- Lead Generation
- LinkedIn
- Zoominfo
- International Voice Process
- Domestic Process
- Customer Handling
- Demonstration
- Market Research
- Database Building
- Prospecting
- SaaS Sales
- Hoovers
- B2B Sales
- US Sales
- International Sales

Languages

- HINDI
- TAMIL
- TELUGU

Profile Summary

Dynamic and results-oriented Lead Generation Specialist with over 6 of experience in driving sales growth through strategic lead generation initiatives. Proven track record of identifying and qualifying high-potential leads, nurturing relationships, and converting prospects into loyal customers. Skilled in leveraging various channels, including email marketing, social media, and cold outreach, to expand the sales pipeline and meet revenue targets. Strong analytical abilities to track and analyze lead generation metrics, optimize strategies, and maximize ROI. Collaborative team player with excellent communication skills, capable of working closely with sales and marketing teams to align efforts and drive business success. Passionate about staying updated on industry trends and implementing innovative approaches to enhance lead generation efforts and achieve organizational objectives

Work Experience

Lead Generation Specialist

Fixity Technologies

08/2022 - Present

Research and identify potential leads through various channels. Reach out to leads via email, phone, or social media to introduce company products/services. Qualify leads based on specific criteria (BANT: budget, authority, need, timeline). Nurture relationships with leads over time to move them through the sales funnel. Schedule meetings or demos between leads and sales representatives. Track and analyze lead generation data to optimize strategies. Collaborate with marketing and sales teams for alignment. Stay updated on industry trends and competitor activities. Meet lead generation targets and goals set by the company.

- ENGLISH

Business Development Executive

Prasad Corporation

08/2017 - 08/2022

Dedicated and empathetic Customer Support professional with a passion for delivering exceptional service and resolving customer inquiries. Seeking a challenging role where I can leverage my communication skills, problem-solving abilities, and commitment to customer satisfaction to contribute to the success of the organization.

Education

B.Sc - designing

2016

FDDI

12th

2007

CBSE , English

Grade - 60-64.9%

10th

2005

CBSE , English

Grade - 70-74.9%