

Puja kumari

Business Development Executive

Experienced BDE skilled in CRM, market research, and lead generation. Proficient in customer segmentation, direct client engagement, and leveraging AI tools for effective marketing strategies.

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EXPERIENCE

SaxonAi — BusinessDevelopmentExecutive

May2022–Present

- Excelled in lead generation for US markets by leveraging CRM expertise and strong research skills.
- Conducted in-depth research on customer segments and effective lead strategies, specializing in demographic targeting.
- Managed a robust sales pipeline, engaging clients and implementing automated dashboards for sales insights.
- Generated leads through emails, calls, and LinkedIn outreach, while creating and managing customer databases on CRM.
- Achieving 3–5 qualified leads monthly significantly boosted overall sales goals.

EDUCATION

- Savitribai Phule Pune University, Pune — Master of Business Management
March 2020–October 2022
- BBMKU,Dhanbad,Jharkhand — B.COMAccountancy
June 2017– November 2020

CERTIFICATIONS

- HubSpot Inbound Marketing Certification – HubSpot
- Google Ads Certification – Google
- Marketing on LinkedIn – LinkedIn
- Frictionless Sales Certification – HubSpot, Data Visualization with Power BI – Great Learning

TOOLS & SOFTWARE

- CRM: HubSpot, Microsoft Dynamics 365
- Lead Generation Tools: Sales Navigator, ZoomInfo, Apollo.io
- Analytics: Google Analytics, Power BI, Tableau
- Outreach: LinkedIn Sales Navigator

SKILLS

- Sales Pipeline Management
- Market Trend Analysis
- Social Media Engagement
- Technical Proficiency in CRM Software
- Lead Generation
- Lead Generation Tools (Sales Navigator, Apollo.io , ZoomInfo)
- CRM Tools (HubSpot, Sales Navigator)

AWARDS

- **Outstanding Performance Award** for new logo acquisitions at SaxonAi.
- **Top Meeting Achiever** for exceeding client meeting targets.
- **Recognized** for Lead Generation Excellence in impactful strategies.