Shivanand Chaurasia

Senior Marketing Associate

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About Me

Curious and detail-driven lead generation specialist with a passion for turning data into opportunities. Skilled at building clean, targeted prospect lists and executing outreach campaigns that drive real conversations. Proficient with tools like Apollo.io, ZoomInfo, and LinkedIn Sales Navigator to support sales teams and enable consistent pipeline growth. Always learning, always optimizing — committed to helping great teams connect with the right people.

Experience - (OpsLyft || Sep 2021 - Apr 2025) 3 yrs 8 Month

• Built and maintained a clean, centralized database of 200,000+ B2B contacts, with data hygiene processes that included regular updates, persona-based segmentation, and removal of competitors, investors, customers, and already-connected leads through a detailed DND workflow.

• Executed highly targeted email and LinkedIn outreach campaigns, generating qualified meetings and building pipeline for key clients like ADP, Med Center Health, Datastax, Humana, and Vimeo.

• Fully proficient with tools like Apollo.io, Instantly.ai, Smartlead.ai, Saleshandy, and HubSpot for setting up and managing cold email sequences, performance tracking, and engagement optimization.

• Built segmented prospect lists tailored to Ideal Customer Profiles (ICPs) using LinkedIn Sales Navigator, ZoomInfo, Crunchbase, and Google Search — ensuring relevance and campaign-readiness.

• Led data research, scraping, cleaning, and validation initiatives using Google Sheets, DeBounce, and Hunter.io, helping maintain high deliverability and low bounce rates across campaigns.

• Run structured, multi-step LinkedIn outreach workflows, including connection requests, personalized messaging, and timely follow-ups to nurture warm leads.

• Collaborated closely with SDRs and sales leaders to align messaging with market needs, improve targeting, and support pipeline consistency.

• Carried out in-depth marketing and competitor research to support campaign personalization and positioning across various industries and personas.

• Maintained clear dashboards to monitor key performance metrics like open rates, bounce rates, and lead quality — ensuring data stayed actionable and insights-driven.

Education

B.Tech in Mechanical Engineering
Dr. A.P.J. Abdul Kalam Technical University (AKTU)
2016 – 2020

Intermediate (Physics, Chemistry, Mathematics)
U.P. Board
2013 – 2015

High School (Science)
U.P. Board
2011 – 2013

Skills

◆ Core Competencies

• B2B Lead Generation   • Prospect List Building   • Email Marketing & Campaign Management
• LinkedIn Outreach Campaigns   • Data Mining & Data Cleaning   • Data Research & Scraping
• Email List Building & Validation   • LinkedIn Scraping   • Finding Valid Emails   • CRM Management (HubSpot)

◆ Tools & Platforms

• LinkedIn Sales Navigator   • Apollo.io   • ZoomInfo   • Crunchbase   • Saleshandy
• Instantly.ai   • Smartlead.ai   • DeBounce   • HubSpot   • Google Docs & Google Sheets