

Antara Chakravorty

Lead Generation Expert

Mob. (+91) 7275956612

Add. Noida, INDIA

Email antrachakravorty111@gmail.com



<https://www.linkedin.com/in/antra-chakravorty-74b12918b>

EDUCATION

- B1 & B2- Alliance Francaise, Ahmedabad | 2018-19 | DELF
- A2- Alliance Francaise, Ahmedabad | 2018-19 | DELF
- France Diploma - Sampurnanand Sanskrit University | 2016-17 | SSU
- B.A(Sociology) - Banaras Hindu University | 2012-15 | BHU
- 12th | 2012 | U.P BORD|
- 10th | 2010 | U.P BORD|

KEY SKILLS

- MS Office Excel
- Client Relationship Management Business Development
- Client Negotiation
- Client Process Management
- Problem Identification
- Offering & Executing solutions
- Requirement Gathering
- Demo presentation to clients

Languages

- English
- Hindi
- Bengali
- French

PERSONAL DETAILS:

- Date of Birth | 03/08/1994
- Nationality | Indian
- Gender | Female

Extra- curricular activities:

- Participated in National Service Scheme (NSS) for two year, 2013-2015
- Short Play, Spandan-2015 (B.H.U.), Varanasi
- Participated in Dramatically Workshop, Varanasi (Lalit Chakra,2009-2010)

PROFILE

A results-driven and highly skilled Lead Generation Expert with over 5 years of experience in developing and implementing effective strategies to drive high-quality leads and business growth. Proven track record of successfully identifying target markets, leveraging data-driven insights, and using innovative tools and techniques to attract, engage, and convert potential clients. Adept at building and nurturing relationships, optimizing marketing funnels, and collaborating with sales teams to ensure lead quality and conversion rates are maximized. Passionate about delivering measurable results and continuously optimizing lead generation processes to stay ahead in competitive markets.

PROFESSIONAL EXPERIENCE

Lead Generation Expert

April 2024 – Present

Inventia Technology Consultants Pvt. Ltd,

Noida, Uttar Pradesh

Work Experience: -

- **Lead- Identifying New Customer**
 - Research ideal customer profile.
 - Analyze market trends to find potential customers.
 - Built a good relationship to stakeholders and maintained client relations.
 - Identify competitors and their strategies.
 - Develop plans for each lead generation channel (email, social media, content marketing, etc.).
 - Assess each lead's qualification for the sales team.
 - Maintain and update lead database with accurate information.
 - Create targeted content to educate and engage potential customers.
 - Build relationships with leads by addressing their need points.
 - Respond to inquiries from leads in a timely and informative manner.
 - Analyze data to identify trends and campaign effectiveness.
 - Research new lead generation techniques and new tools.
 - Adapt strategies based on industry trends and market changes.
- **Advanced Data Analysis & Reporting**
 - Leveraged advanced statistical methods and software (e.g., SPSS, R, Python) to perform complex data analysis, ensuring precision and actionable insights.
 - Created in-depth analytical reports, presenting key findings through data visualizations (e.g., charts, graphs) and executive summaries for non-technical stakeholders.
- **Consumer & Market Segmentation**
 - Conducted detailed consumer segmentation analysis, identifying target audiences and assisting in product development, pricing strategies, and marketing campaigns.
 - Analyzed demographic, psychographic, and behavioral data to recommend precise market entry strategies and product differentiation.
- **Client Relationship Management**
 - Built and maintained strong client relationships, understanding their research needs and delivering custom insights that drive business outcomes.
 - Managed client expectations and provided ongoing support through regular updates, presentations, and strategy sessions.

Key Skills:

- B2B and B2C Lead Generation Strategies
- Marketing Automation & CRM Tools
- Data Analysis & Lead Scoring
- Cold Email Campaigns & Outbound Sales Strategies
- Content Marketing & Social Media Campaigns
- Funnel Optimization & Conversion Rate Optimization (CRO)
- Market Research & Competitive Analysis
- Lead Nurturing & Follow-Up Strategies

Training, Projects & Achievements:

- Volunteer for the last step of the Future Tour on Smart Cities(Bonjour India), Ahmedabad
- Participated in Festival International de Littérature d’Ahmedabad-3rd Rank
- Volunteer for under the Framework of the Choose France Tour in Ahmedabad (Campus France)
- Participated in Bhartiya Sanskriti Gyan Pariksha-2009

Work Experience: -

- **Research Strategy Development**
 - Designed and executed tailored research strategies to address client needs and business objectives, ensuring the collection of relevant and high-quality data.
 - Developed long-term research plans to track market shifts and customer behavior, ensuring the business stays ahead of emerging trends.
- **Advanced Data Analysis & Reporting**
 - Leveraged advanced statistical methods and software (e.g., SPSS, R, Python) to perform complex data analysis, ensuring precision and actionable insights.
 - Created in-depth analytical reports, presenting key findings through data visualizations (e.g., charts, graphs) and executive summaries for non-technical stakeholders.
- **Consumer & Market Segmentation**
 - Conducted detailed consumer segmentation analysis, identifying target audiences and assisting in product development, pricing strategies, and marketing campaigns.
 - Analyzed demographic, psychographic, and behavioral data to recommend precise market entry strategies and product differentiation.
- **Quantitative & Qualitative Research Techniques**
 - Led qualitative research sessions to obtain nuanced perspectives on customer sentiment, product feedback, and user experiences.
- **Survey & Questionnaire Design**
 - Designed and tested surveys, questionnaires, and interview guides to ensure clarity, reliability, and validity of data collection tools.
 - Managed the distribution and collection process, analyzing survey results for actionable insights and reporting findings to stakeholders.
- **Data Visualization & Dashboard Creation**
 - Developed interactive dashboards using tools like Tableau and Power BI to allow stakeholders to view real-time data insights and track key performance indicators (KPIs).
 - Produced visually compelling presentations and reports to help stakeholders easily interpret complex research findings and trends.
- **Risk Assessment & Mitigation**
 - Conducted risk analysis by identifying and evaluating potential threats to market positioning and business operations based on research findings.
 - Provided risk mitigation strategies by forecasting potential challenges and recommending proactive measures.
- **Stakeholder Collaboration & Communication**
 - Collaborated with cross-functional teams to ensure research objectives align with business goals and provided timely updates on research progress.
 - Communicated complex research findings clearly to executives and department leads, tailoring reports and presentations to diverse audiences.
- **Continuous Process Improvement**
 - Identified inefficiencies in existing research processes and implemented best practices to enhance data collection, analysis, and reporting methods.
 - Regularly assessed new research technologies and methodologies, adopting cutting-edge tools to improve productivity and research quality.
- **Client Relationship Management**
 - Built and maintained strong client relationships, understanding their research needs and delivering custom insights that drive business outcomes.
 - Managed client expectations and provided ongoing support through regular updates, presentations, and strategy sessions.
- **Industry-Specific Expertise**
 - Developed deep industry expertise (e.g., healthcare, finance, technology, etc.), ensuring research methods were tailored to specific market nuances and regulatory requirements.
 - Stayed up-to-date with industry trends, using this knowledge to recommend innovative approaches to client and business challenges.

Work Experience: -

- **Business Opportunity Identification:**
 - Conducted thorough market research to identify new business opportunities, emerging trends, and potential clients, contributing to the expansion of the company's client base.
- **Lead Generation & Prospecting:**
 - Utilized various lead generation strategies, including cold calling, networking, and email campaigns, to generate a strong pipeline of high-quality leads and prospects.
- **Client Relationship Management:**
 - Built and maintained strong, long-lasting relationships with key clients, ensuring their needs were met and fostering repeat business and referrals.
- **Sales Presentations & Pitches:**
 - Created and delivered customized sales presentations, product demos, and pitches to potential clients, effectively communicating the value proposition and closing deals.
- **Negotiation & Contract Management:**
 - Negotiated contracts and pricing with clients, ensuring mutually beneficial terms while meeting company revenue goals and ensuring customer satisfaction.
- **Market & Competitor Analysis:**
 - Conducted in-depth analysis of market trends, competitor offerings, and customer feedback to adapt business development strategies and stay ahead in a competitive market.
- **Sales Reporting & Forecasting:**
 - Tracked and reported on sales performance, pipeline progress, and target achievement to senior management, providing insights for improving sales strategies and forecasting future business opportunities.