

DANISH AHMAD

Zakir Nagar, New Delhi • 7652030463 • danish542ahmad@gmail.com

SUMMARY

Detail-oriented and driven Business Development Executive with 1.3 year of experience in lead generation and email marketing. Proficient in using Sales Navigator, and Apollo.io, and skilled in cold emailing techniques.

WORK EXPERIENCE

Business Development Executive , NBM

Oct 2023 - Present

- Conducted market research to identify potential leads and business opportunities.
 - Utilized Sales Navigator and Apollo.io for effective lead generation and client prospecting.
 - Developed and executed targeted cold email campaigns to engage potential clients and generate interest.
 - Built and maintained strong relationships with prospective clients through personalized communication.
 - Collaborated with the sales team to develop strategies for business growth and client acquisition.
 - Tracked and analyzed lead generation metrics to optimize campaign performance and improve conversion rates.
-

EDUCATION

Bachelor of Technology, AIMT, Varanasi

- Specialization in Computer Science & Technology.
- Project on "Exam Monitoring System".

July,2017-August,2021

SKILLS

- Lead Generation
- Sales Navigator
- Apollo.io
- Cold Emailing
- Client Relationship Management
- Strategic Planning
- Communication
- Analytical Skills
- Email Marketing