

BHARATH R

Lead Generation Specialist | UI/UX Designer (Proficient in Figma, HTML, CSS) | Expert in B2B Prospecting

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👤 PROFESSIONAL SUMMARY:

- Results-driven **UI/UX Designer** with expertise in **User Research, Wireframing, Prototyping, Interaction Design, and Responsive Web Design** using Figma, Adobe XD, and Photoshop.
- Strong knowledge of **HTML, CSS, JavaScript, and Bootstrap**, enabling seamless collaboration with developers.
- 3+ years of professional experience in **B2B lead generation, market research, and CRM systems** (HubSpot, Zoho, Deskara), bringing a unique blend of **design thinking** and **data-driven problem solving**.

📁 EXPERIENCE:

Swaaadle Tech Private Ltd

Lead Generation Specialist

06/2024 – 04/2025

Ashok Nagar, Chennai

Roles and Responsibilities:

- Researched and qualified **B2B decision-makers** in construction & renewable sectors using **LinkedIn Sales Navigator, Apollo.io, Lusha, and Hunter.io**, improving **sales pipeline efficiency and customer acquisition rate**.
- Increased **marketing-qualified leads (MQLs)** by 15% through targeted cold email campaigns and **demand generation strategies**.
- Boosted **email campaign open rates by 15%** through A/B testing of subject lines.
- Maintained CRM hygiene and managed outreach via **Deskara CRM**.

TestPress

Lead Generation Specialist

10/2023 – 04/2024

Pallavaram, Chennai

Roles and Responsibilities:

- Sourced decision-makers from **e-learning institutions** via **LinkedIn, SignalHire, and Apollo.io**.
- Used **SimilarWeb analytics** for company filtering.
- Managed cold outreach and lead integration into **HubSpot CRM**.

InfoGnana (IG) Solutions

Market Research Analyst / Lead Generation Specialist

09/2022 – 09/2023

Tidel Park, Coimbatore

Roles and Responsibilities:

- Worked on market research and B2B enrichment for **UK & US software sectors**.
- Extracted prospect data using **LinkedIn, Snov.io**.
- Converted leads into MQLs using structured outreach.

Velan Info Services India Pvt Ltd

Data Analyst

12/2020 – 05/2022

Uppilipalayam,

Coimbatore

Roles and Responsibilities:

- Cleaned and imported franchise & real estate data to CRM.
- Updated LinkedIn profiles of stakeholders.
- Hands-on with MS Excel, CRM tools, and web research.

Codingmart Technologies

Web Researcher

01/2020 – 06/2020

Saibaba Colony,

Coimbatore

- Researched leads and supported business development team.

ABT True Value

Back Office Executive

03/2019 – 08/2019

Ukkadam, Coimbatore

- General admin and customer database management.

🎓 EDUCATION:

Kovai Kalaimagal College of Arts and Science

Bachelor of Commerce (B.Com)

2015 – 2018

Narasipuram,

Coimbatore

Coursework: Business Accounting, Economics, Marketing, Business Law.

🧠 SOFT SKILLS:

— Time Management • Leadership • Decision Making • Problem Solving • Interpersonal Skills • Analytical Skills • Attention to Detail • Proactive Attitude • Adaptability • Cross-Functional Collaboration

LEAD GENERATION & CRM TOOLS:

- Apollo.Io
- LinkedIn Sales Navigator
- SignalHire
- Lusha
- ZoomInfo
- Hunter.Io
- Snov.Io
- Clearbit
- Deskara CRM
- HubSpot CRM
- Zoho CRM
- Mailchimp
- Google Sheets
- RocketReach
- Lemlist
- Crunchbase

MARKETING & OUTREACH SKILLS:

- B2B Lead Generation
- Data Collection
- Web Research
- Data Entry & Cleansing
- CRM Integration
- Cold Email Campaigns
- Contact Discovery
- Lead Scoring
- Prospect List Building
- Email Verification
- Outreach Automation Tools
- Campaign Tracking
- ICP Targeting
- LinkedIn Outreach Strategy

UI/UX & DESIGN TOOLS:

- Figma
- Adobe XD
- Canva
- Photoshop
- Wireframing
- Prototyping
- User Personas
- Low-Fidelity Mockups
- UI Style Guide
- Responsive Design
- HTML, CSS, JavaScript, Bootstrap

CERTIFICATES:

UI/UX Certification

FITA Academy – Masterclass in UI/UX Design (In Progress)
– Feb 2025 – Present

Skills Gained: Skills: HTML, CSS, Figma, JavaScript, Photoshop, Wireframing, Prototyping, Accessibility Design, Usability Testing.

Email Marketing

Great Learning – Completed: March 2024

Digital Marketing Fundamentals

Simplilearn – Completed: 2024

UI UX for Beginners

UI/UX for Beginners – Great Learning (Completed: May 2024)