

# Purnima Pal

## Market Viability Executive

Creative and results-oriented marketing professional with 5 years of experience in creating and implementing successful marketing campaigns across multiple channels. Skilled in digital marketing, brand management, and market research. Strong collaborator and team player with excellent communication and project management skills. Seeking a challenging role in a dynamic organization.

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📍 Lucknow, India

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## WORK EXPERIENCE

### Market Viability Executive CXOsync

08/2021 - Present

Lucknow

- Develop market research and analysis reports to drive business growth and revenue.
- Collaborate with cross-functional teams to develop and implement marketing strategies and campaigns.
- Conduct market viability assessments to evaluate the potential success of new products and services.
- Excellent communication skills, both verbal and written.

### Inside Sales Executive Compucare India Pvt. Ltd

04/2021 - 08/2021

Lucknow

- Generated leads and managed sales funnel to achieve revenue targets.
- Developed and implemented sales strategies to increase customer base and retention.
- Conducted product demonstrations and provided customer support

### Lead Generation Specialist CXOsync

12/2015 - 06/2018

Vadodara

- Conducted market research to identify potential leads and target audiences.
- Developed and implemented lead generation strategies across multiple channels.
- Managed lead database and analyzed lead performance to drive revenue growth.

## EDUCATION

### MBA- Human Resource Management And Services

NMIMS Global

08/2022 - Present

### Bachelor of Engineering - Electronics And Communications

Vadodara Institute of Engineering

06/2011 - 07/2015

## SKILLS

Market Research

Lead Generation

Project Management

Communication Skills

Team Management

Inside-Sales

B2B-Lead-Generation

Written communication

Brand Management

Problem-Solving

LinkedIn Sales Navigator

Lusha