

# NAGA LOKESH BHARATH TALUPURI



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Data Analytics | Lead / Demand Generation Specialist & CRM Expert with expertise in SQL, Power BI, and CRM, specializing in transforming raw data into actionable insights. Skilled in optimizing workflows, automating processes, and developing interactive dashboards that drive strategic decisions. Passionate about data-driven problem-solving and continuous learning in analytics.

## TECHNICAL SKILLS

### Data Sourcing & CRM

- Lead Generation
- CRM Management
- HubSpot

### Database & Querying

- SQL Server
- ETL processes
- Data Cleaning

### Data Analysis

- Power BI
- Microsoft Excel
- Google Sheets

### Research & Reporting

- Research Tools
- MIS Reporting
- Ai tools

### Soft Skills

- Communication, Problem-Solving, Critical Thinking
- Collaboration, Organized, Time Management

## PROFESSIONAL EXPERIENCE

Varun Digital Media (VDM), Begampet, Hyderabad  
Data Analytics | Lead & Demand Generations specialist

Feb 2024 - Present

- **Data Sourcing & CRM Integration**
  - Collected and structured **lead / prospect data** from platforms like **ZoomInfo, Apollo.io, and HubSpot**, maintaining error-free Excel sheets for 200+ monthly transactions.
  - Uploaded and organized data into **HubSpot CRM** to streamline lead generation pipelines, improving sales team targeting efficiency by **15%**.
- **End-to-End Data Management**
  - Spearheaded **data collection, mining, cleaning, and visualization** workflows using Power BI and SQL Server, ensuring **99% data accuracy** and compliance with organizational standards.
- **Sales Performance Analytics**
  - Developed 15+ interactive **Power BI** dashboards tracking weekly/monthly sales metrics (e.g. ₹5L+ weekly revenue, 200+ monthly transactions), enabling real-time **data-driven decision-making** for sales teams.
- **Cross-Functional Collaboration**
  - Acted as the **primary liaison** between data and sales teams, resolving data discrepancies and aligning reporting frameworks to improve **operational efficiency by 20%**.
- **ETL & Automation**
  - Streamlined **ETL processes** in SQL Server, reducing manual data entry time by **30%** and accelerating report generation for leadership reviews.
- **Power BI Ownership**
  - Single-handedly managed **end-to-end Power BI infrastructure**, including dashboard design, automation, and troubleshooting, becoming the **“go-to expert”** for all BI-related tasks.

### Key Achievements:

- Delivered 100% accurate sales reports, automated tasks saving 15+ hours/month, and improved lead accuracy by 25% through optimized CRM data.

## Freelance Digital Marketer

2021 - 2023

- Managed **SEO, social media**, and paid ad campaigns to improve brand visibility.
- Developed **data-driven strategies**, increasing engagement and conversions.
- Optimized content using **Google Ads** & Optimized metadata to enhance.

## EDUCATION

Bachelor of Technology  
Mathematics, Physics & Chemistry  
Class X

2016 - 2020  
2014 - 2016  
2013 - 2014