



# MANISH RANA

## LEAD GENERATION SPECIALIST

### CONTACT

+91 78766-94191

mr.manishrana0528@gmail.com

Mohali, Punjab

### EDUCATION

2012-2015

MCNUJC BHOPAL UNIVERSITY

- Bachelor of Computer Application

2009-2010

H.P. BOARD DHARAMSHALA

- Intermediate

2007-2008

H.P. BOARD DHARAMSHALA

- High School

### SKILLS

- Lead Generation
- Email Marketing
- Data Mining
- Proactive and self-motivated
- Effective Communication
- Time Management

### PROFILE

With a career spanning nearly a decade, I've had the privilege of witnessing the evolution of marketing. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

### TOTAL WORK EXPERIENCE 8+ YEAR'S

#### Midriff Info Solution Pvt. Ltd.

Jan 2023 - Till Now

##### Sr. Email Marketing Specialist

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Utilizing advanced scraping methods on platforms like Google, Google Map, Facebook to collect relevant and valuable data.
- Implementing precise data filtering to prioritize high-quality leads, ensuring effective outreach.
- Using tools like [Apollo.io](#), [Snovio.io](#), LinkedIn Sales Navigator and ZoomInfo, to collect relevant and valuable data.
- Utilizing Microsoft Outlook and mass mail merge for efficient email distribution.

#### Head Field Solution Pvt. Ltd.

Apr 2022 - July 2022

##### Sr. Email Marketing Specialist

- Utilizing advanced scraping methods on platforms like Google, Facebook, to collect relevant and valuable data.
- Implementing meticulous data filtering techniques to prioritize high-quality leads, ensuring precision and effectiveness in outreach efforts.
- Leveraging Microsoft Outlook and mass mail merge for professional email distribution.

#### Daylogic Infotech Pvt. Ltd.

Jan 2021 - Feb 2022

##### Sr. Email Marketing Specialist

- Using advanced scraping techniques on LinkedIn, particularly Sales Navigator, to target decision-makers accurately.
- Utilizing cutting-edge data scraping techniques on platforms such as Google, Facebook, and online directories to gather relevant information.
- Implementing rigorous data refinement methods to filter and prioritize leads, ensuring a concentration on top-tier prospects.
- Sending personalized emails using company domain IDs to enhance engagement and conversion rates.

# HOBBIES

- Listening Songs
- Playing Cricket
- Love To Know About People
- Traveling
- Watching Movies

## Personal Details

Name : Manish Rana  
Father Name : Late Shri Chuhar Singh  
Mother Name : Smt. Bimla Devi  
Nationality : Indian  
DOB : 24 Nov 1991  
Gender : Male  
Marital Status : Single

## ADDRESS

Village - Giuhani, Post-Office - Chimnu,  
Tehsil - Joginder Nagar, District - Mandi,  
Himachal Pradesh, Pin-Code 175015

## LANGUAGES

- English (Basics)
- Hindi
- Pahari

**ONS Interactive Solutions Pvt. Ltd.** Aug 2019 - Oct 2020  
Data Research Specialist

- Using advanced scraping techniques on LinkedIn, particularly Sales Navigator, to target decision-makers accurately.
- Verifying email addresses with tools like GMass, VerifyEmailAddress and Hunter to improve lead data accuracy.
- Sending personalized emails using company domain IDs to enhance engagement and conversion rates.

**Daylogic Infotech Pvt. Ltd.** March 2018 - May 2019  
Email Marketing Executive Team Leader

- Utilizing advanced scraping methods on platforms like Google, Facebook, to collect relevant and valuable data.
- Implementing meticulous data filtering techniques to prioritize high-quality leads, ensuring precision and effectiveness in outreach efforts.
- Leveraging the functionalities of Microsoft Outlook alongside mass mail merge capabilities to orchestrate targeted and efficient email campaigns.
- Providing training sessions and resources to equip team members with the necessary skills and knowledge to excel in crafting template and sending custom Emails

**Aspire Vertical Labs OPC Pvt. Ltd** Feb 2017 - March 2018  
Email Marketing Executive

- Conducting data scraping from diverse platforms such as Google, Facebook to gather pertinent information.
- Implementing rigorous data filtering techniques to ensure a focus on high-quality leads.
- Leveraging Microsoft Outlook and mass mail merge functionalities to execute targeted email campaigns.

**Finoit Technologies** July 2016 - Feb 2017  
Email Marketing Executive

- Utilizing advanced scraping methods on platforms like Google, Facebook, to collect relevant data.
- Applying stringent data filtering techniques to refine and prioritize leads, ensuring a focus on high-quality prospects.
- Employing Microsoft Outlook along with mass mail merge tools to orchestrate precisely targeted email campaigns.

**SpeedX Infotech Pvt. Ltd.** Sep 2015 - July 2016  
Email Marketing Executive

- Conducting data scraping from diverse platforms such as Google, Facebook to gather pertinent information.
- Utilizing Whois domain software to collect data lists for targeted outreach.
- Implementing rigorous data filtering techniques to ensure a focus on high-quality leads.
- Leveraging Microsoft Outlook and mass mail merge functionalities to execute targeted email campaigns

## DECLARATION

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.