

BHARATH KANNAN

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Profile

Self-driven Sales & Growth professional with 2+ years of experience in B2B lead generation, cold outreach, and client acquisition across US and Indian markets. At CatchyAd, I've spearheaded outbound sales efforts — including cold calls, email campaigns, LinkedIn prospecting, and CRM management — to generate qualified leads and drive conversions for clients across industries. Experienced in understanding ICPs, setting up lead funnels, handling early-stage sales calls, and managing pipeline data. Known for my persistence, adaptability, and ability to open doors in competitive markets. Now seeking to join a results-driven team where I can contribute to revenue growth through actionable outbound strategies.

Experience

TEKIDO -Product Associate| JULY 2022 – 2024 |

REMOTE / TEXAS, USA

- Led product development for multiple platforms including InvitingYou (event platform) and Mydtd (internal invoicing tool), delivering from scratch to MVP with cross-functional teams.
- Contributed directly to product roadmaps, sprint planning, and feature prioritization by aligning user needs with business goals.
- Created user flows, wireframes, and UI prototypes in Figma, while deploying scalable web infrastructure via React, AWS, and MongoDB.

CATCHYAD – CO-INTIATOR | OUTREACH & CLIENT PROSPECTING

REMOTE | JUN 2024 -PRESENT

- Owned **end-to-end outbound campaigns targeting US manufacturing, logistics, and SaaS companies**, booking qualified meetings for the sales team.
- Used **HubSpot CRM, Apollo, and LinkedIn Sales Navigator** to build ICP lists, automate outreach, and maintain pipeline hygiene.
- Generated **1000+ qualified leads monthly** with consistent 30–60 cold touches (calls, emails, LinkedIn) daily.
- Utilized tools like **Apollo.io, Lemlist, and LinkedIn Sales Navigator** to build lead lists, draft custom messaging, and run vertical-specific campaigns.
- Collaborated with leadership to refine **US-focused ICPs** and adjusted outreach strategy to match regional nuances.

NIMESA – DEMAND GENERATION ASSOCIATE | SEPT 2024 – NOV 2024 |

INTERN / BENGALURU, INDIA

- Supported outbound efforts for a cloud recovery SaaS product targeting US & global markets.
- Built lead lists, refined ICPs, and contributed to multi-channel campaign strategy.
- Worked closely with the sales team on follow-ups, engagement metrics, and call readiness

Skills & Abilities

Growth Strategy:

- Landing Page Optimization & CRO
- Outreach Campaigns (LinkedIn, Email, WhatsApp)
- Growth Loops & Viral Hooks (B2B/B2C contexts)
- ICP Definition & Persona Development
- Campaign Reporting & Experimentation Frameworks

Sales & Business Development:

- B2B Lead Generation (Email, LinkedIn, Cold Calling – US Market)
- Sales Funnel Management & CRM Hygiene
- Prospect Research & ICP Targeting
- Outreach Scripting & Sales Pitching
- Discovery Calls & Early-Stage Deal Handling
- Lead Qualification & Follow-ups

Communication & Strategy:

- Cold Calling & Objection Handling
- Client Communication & Relationship Building
- Comfortable Working in US Time Zones
- Strong Verbal & Written Communication

Tools & Platforms:

- CRM & Email Tools: HubSpot, Instantly, Mailchimp
- Outreach: Apollo, LinkedIn Sales Navigator
- Research: Apollo, Clearbit, Crunchbase, Google Sheets
- Data Management: Google Sheets (filters, dashboards), Excel (vlookup, pivot)

Certifications & Education

- **Digital Marketing Foundations** – LinkedIn
- **SEO Foundations** – LinkedIn
- **Marketing Tools: SocialMedia** – LinkedIn
- **Product Management** – Udemy

Education

CHRIST UNIVERSITY

Bachelor of Arts (B.A) in Economics | May 2025