

# RESUME

**Gogurla Naveen**  
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## Career Objective:

To secure a challenging and dynamic position in an organization to expand my learnings, knowledge, and skills.

## Academics:

- Master of Business Administration (International Business) from Lovely Professional University, Punjab.
- B.Tech (Information Technology) from P.I.R.M Engineering College, Chevella affiliated to JNTU Hyderabad.
- Intermediate in M.P.C from Narayana Junior College, Hyderabad, Telangana.
- Secondary School of Certificate (SSC) from Vamsi High School, Bodhan, Telangana.

## Professional Experience & Training:

### 1. Worked as Executive-Sales at Issquared India Pvt Ltd from March 2021 to May 2023.

#### Job Profile:

- Account management & leads allocation through Salesforce CRM.
- Handle lead generation and database research-related requirements for customers located globally.
- Track and manage leads, opportunities, and customers through Salesforce CRM.
- View, Edit, Create, Delete, Update, and Retrieve the data/contacts on Salesforce CRM.
- Conduct secondary research to identify potential B2B prospects (US, UK, EMEA, Singapore) with the help of various online tools, directories, and websites.
- Identifying and nurturing potential customers through a variety of methods such as cold calling, website forms, email campaigns and social media.
- Generating ad-hoc reports based on region, departments, and titles to support the global marketing and sales team.
- Experienced in using LinkedIn Sales Navigator as well as email verification tools like Apollo.io, Neverbounce, Hunter.io, and Email Hippo.
- Promoting ISSQUARED's products and services via social media platforms (LinkedIn, Facebook, YouTube, and Twitter).
- Experienced in using databases such as ZoomInfo, OneSource, D&B Hoovers, Factiva, Bloomberg, Thomson Research, etc.

### 2. Worked as Process Associate from July 2018 to March 2021

**Client: Zaggle Prepaid Ocean Services Pvt Ltd**

#### Job Profile:

- Identify emerging markets and market shifts while being fully aware of new products and competition status.
- Developing proposals & strategies in response to the needs outlined by the customers.
- Generate appointments by means of proactive outbound prospecting.
- Lead research requests on target companies, including personnel reports.
- Effectively communicate functional details and client requirements to the support team.
- Managing demand from senior sales executives in the US, UK and EMEA regions.
- Managing all e-mail campaigns and flow-thru from senior sales executives.

- Need to create campaign material planning including making the prospect database by working closely with Sales, Delivery & Practice.
- Create, update, and modify account information on Salesforce CRM.

### **3. Worked at YumzyX (Laalsa Business Insights Pvt Ltd) as Sr. Sales Executive, from May 2017 to June 2018.**

#### **Job Profile:**

- Effectively search for prospective clients and generate sales leads.
- Find the leads using F&B Listing apps, Print, News and Social media platforms.
- Identifying key decision-makers within target organizations and building a connection with them through LinkedIn/Email.
- Conduct Digital Marketing, SMS, and Email Campaigns.
- Taking care of clients Google AdWords, YouTube, Website, social media, and Print Media campaign requirements.
- Sharing the campaign/promotion results with clients/partners.
- Key accounts management in all categories.
- Update the CRM (ZOHO) on a day-to-day basis.
- Publish daily dashboards and metrics to internal teams and with clients.
- Sending the Weekly/Monthly detailed reports to clients.

### **4. Worked at Grofers India Pvt Ltd as Executive-Sales, from December 2015 – March 2017.**

#### **Job Profile:**

- Find the new leads from the market.
- Cold calling to arrange meetings with potential clients to prospect for new business.
- Understanding client needs and offering solutions and support.
- Inventory collection through category wise Templates and Grofers eye app.
- Key accounts management in all categories.
- Promoting the sellers through Grofers app with banners and BOGO's, slash prices, combo & festive offers.
- Works with sales support and marketing functions to develop initiatives and plans for the category.
- Meetings with the clients for seller dashboard training/demo sessions.
- Update the CRM (Periscope Data) on a day-to-day basis.
- Sharing the campaign/promotion results and delivery feedback with clients/partners.

#### **Technical Skills:**

- Proficient with MS office, Periscope Data, ZOHO CRM, Linked-In Sales Navigator.
- Experienced in using Salesforce CRM, ZoomInfo, D&B Hoovers, Factiva, Mailchimp, Bloomberg, Windows8/10, Internet, and Web based applications.

#### **Personal Details:**

Address : Plot No 123, 2nd Floor, Road No 2, Bhoomireddy Nagar, Quthbullapur, Hyderabad-500055, Telangana.

Date of Birth: 20th May 1992.

Languages Known: English, Hindi, and Telugu.

**Place: Hyderabad**

**Date:**

**(Gogurla Naveen)**