



Megha Sharma

About Me

Experienced Independent Business Consultant with a expertise leveraging tools like SimilarWeb, Alexa, and Google Analytics for comprehensive market analysis. Optimizing open rate. Adept in LinkedIn outreach, proficiently connecting with decision-makers. Proven success in SAAS sales, encompassing inbound/outbound B2B strategies, quarterly target management, and lead routing. Proficient in market research tools like Zoominfo, apollo.io, and TechTarget. Expertise in optimizing workflow through SFDC, HubSpot, more. A revenue-focused specialist committed to tailored solutions and exceptional results.

Contact Details

[Website](#)

[LinkedIn](#)

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<https://calendly.com/info-oe/30min>

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Expertise Sales Tools

Hubspot
Salesforce
Lemlist
Saleshandy
Sales Navigator
Zoominfo
[apollo.io](#)
Lusha
GetProspect
DocuSign
Clay

Work Experience

Global Sales | Enterprise Growth Strategies at LiveSwitch

LiveSwitch - North California, United States & India(Hybrid) Full Time / April 2022 - Present.

Helping leadership team: to close big Enterprise deals using a personalized approach, making new products successful in new verticals and territories via A testing and a multi-channel approach. Achieved monthly/weekly targets to reach new markets

Hired a team of BDRs and trained and mentored.

Market Analysis and Strategy Development & execution:

Global sales teams thoroughly analyze trends, opportunities, and potential challenges.

Prospecting: Identify potential clients or customers who fit your target demographic and need your products or services. This can be done through market research, referrals, networking events, online platforms, and industry databases.

Research: Thoroughly research each potential lead to understand their business, pain points, challenges, and opportunities. This knowledge allows you to tailor your approach and offer solutions that address their needs.

Develop and implement personalized outreach strategies to engage potential clients via email and LinkedIn. Track outreach activities, responses, and outcomes using CRM software or other tracking tools. **Attending International Conferences** for the Sales closer (hold USA & UK visa for business travels)

Independent Business Consultant/ Contractor

Self-Employed)- India- / Mar 2021 - Present.

Helped companies like Sparkup (Paris, France), Wegotcode (Atlanta, GA), Advanced Hosting (Netherlands) and more.

Leadership & Providing Solution: Provide strong and visionary leadership to inspire and motivate the team. Set the tone for the company culture and values.

Team Building: Recruit, hire, and onboard a skilled and motivated team. Foster a collaborative and innovative work environment that attracts top talent.

Email Marketing: Designing newsletters and marketing emails via Hubspot, Mailchimp, and Outbase and utilizing the data carefully.

Sales and Digital Marketing: Develop sales and marketing strategies to reach target customers, generate leads, and drive revenue.

Marketing tools

Hubspot
Canva/ Mailchimp
Designmodo (Newsletters)
Facebook Ads Manager
LinkedIn Business Manager
Pictory (for Editing Youtube Shorts)
PR agency for SEO
Guest Posting
Canva
Instagram posting

Personal Interests

Attending International Conferences
, Networking
Industry Updates
Learn, test and Implementing new strategies

Google Analytics, Blog writing, NewsLetter, Creatives for LinkedIn and Instagram, Google Workspace spf dkim dmarc.

PR agency, handling Social Media, running GoogleAds and Facebook Ads to reach maximum audience.

Financial Management: Monitor and manage the startup's finances, including budgeting, financial projections, cash flow, and expenses. Make informed decisions to ensure sustainable growth.

Time Management: Prioritize tasks, manage deadlines, and allocate resources efficiently to achieve key milestones.

Business Planning: Create a comprehensive business plan that outlines the startup's business model, target market, value proposition, revenue streams, and growth strategies, optimize open and click rate .

LinkedIn, tools & website management : I have had experience managing multiple linkedin profiles, use the right tools for the company to make it cost effective, and do all website management.

Business Operations & SDR at CacheFly - Chicago, USA (Remote) (Promoted SDR to Business Operations)

CacheFly; Chicago, Illinois, United States- Remote/ Mar 2021 - Apr 2022

Build target prospects lists and penetrate key accounts by understanding CacheFly's unique offering and go-to-market strategy.

Managing Lead budget: Salesforce & contract management.

Nurture new marketing leads: educating and developing prospects until they are ready to speak with a sales rep.

Clean salesforce: provide filtered leads and take care of a transparent pipeline.

Provide recommendations to business leadership based on industry trends, market dynamics, and competitor activities to identify new opportunities for client acquisition.

Craft compelling messaging that communicates the value proposition of our services and resonates with target clients' interests and needs.

Setting up meetings with potential clients: listening to their wishes and concerns and reaching the relevant audience using strategic solutions.

Efficiently respond : qualify inbound marketing leads
Successfully Meeting Set - ViacomCBS, Twitch, Comcast, Foxtel, Discovery, ESPN and more

Marketing/ Media Research Manager at IncRevenue (Promoted Client Relationship Manager to Media Research Manager)

IncRevenue- Full time/ India Feb 2019- Mar 2021

Digital Advertising Professional with a growth mindset this includes market research, Business analysis, International campaigns, competitor research , Agency, Media Houses and brands research to generate maximum revenue,International strategic research and analysis, User behaviors, and long-term trends Clients onboarded - HindustanTimes, TimesInternet and more

Responsible for handling end to end campaign management of branding campaigns across platforms CPM/CPV/CPC/CPUV/OTT(AVOD, SVOD, TVOD), Youtube.

Public Relation & Food /Tech Blogger at Lifefromlens

Self- Employed 2017 - 2020

Lifefromlens.com is an online blog co-owned by me. My work at Lifefromlens is to provide first hand and authentic information relating to food, travel, lifestyle, etc. work for the audience around India who wish to seek guidance in food, travel and lifestyle. (Survey Research Work performed – Preparation of Questionnaires - Validating them and to ensure reliable collection from the respondents)

Education

Maharishi Dayanand University 2012 - 2016

Bachelor of Technology in Computer Science (*B.tech*)
70% in Bachelor of Technology.

Dev Samaj Vidhya Niketan Sr. Sec. School 2010 - 2012

12th: Non-Medical, 2012 (Dev Samaj Vidhya Niketan Sr. Sec. School – Gurgaon) 65% in Non-Medical.

Mari Gold Sr. Sec. School

10th: 2010 (Mari Gold Sr. Sec. School CGPA (9.2)- Gurgaon, India

IEEE - Vice President of IEEE (Final Year)

Organizing Seminars: Empowering Minds through IEEE Club

Workshops, talks, and interactive sessions cultivate critical thinking and ignite curiosity. By hosting seminars, the IEEE Club fuels intellectual growth, equipping students for a dynamic future. It's more than an event – it's a gateway to transformative learning, innovation, and camaraderie in the heart of academia.