


Ishika Yadav

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EDUCATION

Bachelor of Technology (Computer Science & Engineering) 2023-2027

College Of Engineering Roorkee (COER), Uttarakhand.

Modi Public School , Kota Rajasthan 2021-2022

Intermediate(PCM)

PROFESSIONAL EXPERIENCE

Motivated and enthusiastic **marketing professional** with hands-on experience in **social media marketing, cold calling, cold emailing,** and B2B lead generation. Proven track record of managing sponsorship campaigns, driving audience engagement, and building strategic partnerships. Recognized for a strong solution-oriented mindset, leadership skills, and a collaborative approach. Adept in content strategy, CRM tools, and campaign performance analysis. Always eager to learn, take initiative, and deliver impactful results.

SKILLS

Lead Generation (Cold Calling, Cold Emailing) | **B2B Sales & CRM** (HubSpot, Zoho CRM) | **Social Media Marketing & Campaign Execution** | **LinkedIn Outreach & Client Qualification** | **Public Relations & Sponsorship Management** | **Communication, Leadership & Team Collaboration** | **Time Management & Critical Thinking** |
Tools: **Figma, Canva, CapCut, InShot, Mailchimp, Apollo.io**

PROJECTS

Marketing Executive – Lead Generation & Outreach

Enhance IT | REMOTE | OCT 2024 – DEC 2024

- Conducted 15–30 cold calls daily to potential clients, effectively introducing services and generating interest in B2B solutions.
- Executed cold email campaigns using Mailchimp and Apollo.io, boosting open rates by 25% through A/B testing and personalization.
- Identified, researched, and qualified leads via LinkedIn and CRM tools (HubSpot, Zoho), building a pipeline of 500+ clients.
- Maintained CRM systems with accurate updates on lead status and follow-up tasks.
- Scheduled demo meetings for prospects with senior sales reps, increasing monthly conversions by 10%.
- Collaborated with the marketing team to optimize outreach strategies and align messaging.
- Prepared detailed daily and weekly performance reports to analyse metrics and improve strategies.

Sponsorship & Social Media Coordinator

COER University – College Fest Sponsorship Team | Roorkee | Aug 2023 – Dec 2024

- Led outreach and partnership efforts for a major college fest, securing sponsorship funds through strategic communication.
- Managed social media campaigns to boost engagement and visibility of college events.
- Recognized for leadership, teamwork, and creative problem-solving under pressure.
- Built relationships with sponsors and stakeholders, contributing to event success.

CERTIFICATIONS & ACHIEVEMENTS

- Generated 1,000+ qualified leads in 6 months, contributing to over ₹10 lakh in revenue.
- Improved cold email response rates by 40% through data-driven refinements.
- Awarded “Top Performer of the Quarter” (Q1 2025) for the highest lead-to-meeting conversion ratio.

LANGUAGES

- Hindi – Native
- English – Fluent