

Mohammad Ali Sayed

+91 8600180985 | alisayed72232@gmail.com | [Pune, India 411037](#)

SUMMARY:

Results oriented marketing specialist proficient in developing creative marketing collateral for diverse projects. Establishes clear standards and enforces protocols for consistent, high-quality results.

SKILLS:

- **CDQA** - Research and identify data as per client needs
- **Tele-Marketing** - White papers, SQL, MQL, BANT
- **Cold Calling**
- **Quality Analysis**

EXPERIENCE:

Senior Research Analyst – On-Direct Marketing Services LLP | May 2022 – Feb 2024

- Conducted comprehensive analysis of contact discovery processes within marketing and advertising campaigns, focusing on data quality and accuracy to ensure effective targeting and outreach strategies.
- Stayed informed about emerging trends and technologies in data quality management and contact discovery methodologies, participating in industry forums and conferences to share knowledge and best practices with peers.

Lead Generation Executive – Intellitech Solutions | Sep 2019 – Jan 2021

- Conducted targeted outreach campaigns via telemarketing to generate qualified leads and prospects for sales teams, focusing on industries and segments aligned with business objectives.
- Engaged in proactive prospecting and cold calling activities to initiate contact with decision-makers and influencers, effectively communicating value propositions and benefits to drive interest and engagement.

EDUCATION:

SavitriBai Phule Pune University, (Pune University), Pune | Bachelor's Degree in Commerce, Accounting and Business Management | June 2020 - Dec 2023