

Pradeep KM

Sales Development / Email Marketing Specialist

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PROFILE

Overall, I have over 6 years of experience and am an expert in lead generation and sales proposal documentation. I have generated 2,500+ leads, 260 Proposals, and \$410,000 in revenue so far. I have worked with clients from the US, UK, Canada, and Australia, gaining experience across a wide range of industries.

EDUCATION

2016
Mangalore

Bachelors of Business Management
Mangalore University

CERTIFICATES

- Marketing Tools: Automation-LinkedIn Learning
- Hubspot Marketing Software certification - Hubspot Academy

SKILLS

- Email Marketing (Automation and Campaign)
- Market Analysis and Strategic planning
- Team Management and Risk Analysis
- Basic of HTML and CSS
- Lead Generation, Sales coordination
- Pre sale Activities, Cold calling
- A/B testing
- Analytical, organizational & troubleshooting
- RFP, RFQ, RFI Documentation

TOOLS ARE USED

Data collection

- Apollo.io, Zoom info, RocketReach, Sales navigator, Crunchbase, LeadMine

Automation and Sale funnel

- HubSpot, Reach Engine, Bitrix CRM, Active Campaign, Klenty, Lemlist, Smartlead.ai, Zoho CRM, Apollo.io, RoundSales.co, MailerLite.

Data Management and IP reputation

- ClearBit, Mxtool Box, Gsheet, G suite, MS Suite, Snovio, Email Hunter, Lead Leapher, Leopatho

Template creation

- Canva, Photoshop, Chat GPT

Proposal Management

- Loopio VisibleThread Better Proposals

PROFESSIONAL EXPERIENCE

12/2023 – 01/2024
Chennai (Remote)

Innoppl IT Services Pvt. Ltd **Email Marketing Specialist**

- Planned and executed outbound email campaigns, Facebook (meta), Google ads, and LinkedIn posts, tailoring them to specific target audiences and aligning them with marketing objectives and goals.
- Employed analytics tools to monitor and analyze campaign performance, including metrics such as open rates, click-through rates, and conversions.
- Automated drip campaigns, workflow automation, and the design of email templates.
- Leveraged email automation tools (Zoho CRM, Smartlead.ai, Roundsales, Appllo.io, Mailerlite) for optimizing engagement, personalizing communications, and conducting A/B testing.
- Monitored email deliverability, IP reputation, and promptly addressed any issues to ensure optimal inbox placement.
- Followed up on emails, addressed inquiries from inbound communication, and resolved customer issues in a timely and professional manner.
- Crafted personalized and compelling email copy.
- Oversaw 50+ existing email campaigns, including bulk emailing.
- Analyzed the performance of email campaigns and implemented necessary optimizations.

06/2022 – 07/2023
Permanent-WFH

Uplers

Marketing Outreach Specialist - Email | LinkedIn

• Market Research and Consumer Behavior Analysis:

Conducting market research to understand prevailing consumer behaviors.

• Campaign Analysis and Optimization:

- Reviewing previous campaigns to identify areas of strength and weakness for informed future strategies.

• Target Audience Identification:

Studying all company services to identify and target the perfect audience.

• Email Database Management:

Building and maintaining a database of customers who opt to receive our emails.

• Service Outreach Campaign Management:

Taking ownership of multiple service outreach campaigns.

• Copywriting and Pitch Development:

Creating error-free, compelling copies for pitches.

• Email Distribution Automation:

Distributing emails using automation software (Klenty, Lemlist, etc.).

• Lead Record Management:

Maintaining organized lead records in CRM and ensuring timely follow-up.

• Generating Targeted SQL and MQLs:

Taking ownership of generating targeted SQL and MQLs.

• Campaign Performance Monitoring:

Monitoring and reporting on the performance of each campaign weekly.

• Budget Management and ROI Analysis:

Preparing monthly budget sheets and analyzing how they meet ROI.

• Proposal Analysis and Development:

Analyzing and evaluating proposal requests (RFP) and requirements from potential clients.

• Cross-functional Collaboration:

Working closely with cross-functional teams to gather necessary information for proposal development.

• Tailored Proposal Creation:

Crafting compelling and well-structured proposals tailored to the specific needs and preferences of clients.

• Alignment with Organizational Goals:

Ensuring proposals align with organizational goals, policies, and standards.

• Feedback Analysis and Refinement:

Analyzing and interpreting customer feedback and incorporating insights into proposal refinement.

- **Presentation Support:**

Providing support in preparing and presenting proposals during client meetings.

- **Post-Proposal Evaluation:**

Conducting post-proposal evaluation to identify areas of improvement and share feedback with the team.

05/2018 – 06/2022
Bangalore, India

Insnap Technologies Pvt Ltd (Spokely Inc)

Sr. Lead Generation Specialist

- **Source Leads:** Gathered leads from databases, social media, and industry forums.
- **Understand Audience:** Conducted research to grasp the audience's demographics, pain points, and preferences.
- **Manage Data:** Kept lead databases accurate and up-to-date, organizing them by industry, company size, and intent.
- **Personalized Outreach:** Initiated contact through tailored emails, and social media interactions.
- **Engaging Content:** Crafted captivating messages and content to educate leads about products/services.
- **Prioritize Leads:** Implemented lead scoring for effective prioritization based on readiness to convert.
- **Nurture Leads:** Used drip email campaigns and follow-ups to guide leads through the sales funnel.
- **Collaborate with Sales:** Worked closely with sales teams to align efforts and deliver high-quality leads.
- **Analyze Performance:** Regularly assessed campaign performance using key metrics, adjusting strategies accordingly.
- **Tech Proficiency:** Proficiently used CRM, automation tools, and software for streamlined processes.
- **Reporting:** Generated reports on lead generation activities and shared insights with management.
- **Stay Updated:** Kept abreast of industry trends, best practices, and emerging lead generation technologies.
- **Training and Leadership:** Provided training to junior team members and freshers, and managed the team in the absence of the Team Manager.
- **Presales Activities:** Responded to RFI (Request for Information), and RFQ (Request for Quotation), and drafted proposals for discussions with the sales and design teams.

07/2017 – 03/2018
Bangalore, India

mPower Global, Inc

Campaign executive - sales

- Managing the company's email campaigns and communicating company brands through email marketing.
- Creating various data lists through market research.
- Create quality content and proofread any copy that needs reviewing.
- Conduct detailed competitor analysis reports for the direct/email marketing manager
- Assist with the day-to-day administration tasks
- Analysis of current email marketing campaigns and making recommendations for improvement.
- Managing trigger email campaigns throughout the customer lifecycle to maximize sales.
- Carrying out segmentation of the database and implementing remarketing strategies.