



PRIYANKA MOHANTY

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SUMMARY

Sales Development Representative with a B.Tech in Computer Science and 3+ years of success driving B2B lead generation and pipeline growth in healthcare and fintech SaaS. Skilled in executing targeted outbound and inbound campaigns, identifying client pain points, and converting leads into high-value opportunities. Proven ability to engage US SMB and enterprise healthcare providers via cold calling, email, and LinkedIn. Proficient in Salesforce, HubSpot, and Microsoft Dynamics 365 for data-driven prospecting and reporting. Strong collaborator, supporting solution sales, discovery calls, and GTM alignment with business goals.

SKILLS

- Sales tools: Salesforce, HubSpot, Microsoft Dynamics 365, GoTo, Zoho
- Outreach: cold calling, cold emailing, LinkedIn, Facebook campaign, email campaign
- Collaboration: Slack, Zoom, Teams

EXPERIENCE

SALES DEVELOPMENT REPRESENTATIVE, 03/2023 - Current

CureMD, Remote, IN

- Drove outbound and inbound lead generation for Leap Health, selling digital healthcare solutions including online booking, telemedicine, digital check-in, patient engagement campaigns, and reputation management tools
- Prospected and qualified 6000+ high-quality leads, which significantly increased the sales pipeline through cold calls, emails, LinkedIn outreach, and inbound lead conversion
- Maintained consistent performance with 17+SQL meetings/month, targeting US-based healthcare providers and C-level executives
- Partnered with AEs and marketing to tailor outreach messaging aligned with Ideal Customer Profiles (ICP) across multiple campaigns
- Ensured end-to-end data quality and reporting across Salesforce, HubSpot, and Microsoft Dynamics 365, enabling accurate sales tracking and targeted follow-ups
- Conducted deep discovery to understand provider pain points and presented tailored solutions to streamline administrative workflows and improve patient engagement

DEMAND GENERATION ASSOCIATE, 08/2022 - 02/2023**Innovaccer**, Bangalore, IN

- Spearheaded lead generation efforts for the Revenue Cycle Management (RCM) and Value-Based Care (VBC) teams, identifying high-potential accounts across US Payer Markets (East, Midwest, and Blues)
- Executed targeted outreach campaigns through cold calling, email marketing, and LinkedIn, driving consistent MQL and SQL growth
- Specialized in inbound and outbound sales tactics, nurturing qualified leads through the full funnel
- Collaborated with sales and marketing teams to align demand generation strategies with organizational goals and market nuances

ABM - MARKETING AND SALES INTERN, 06/2021 - 06/2022**HighRadius**, Hyderabad, IN

- Supported the North America SMB sales team by identifying and qualifying B2B leads for Order-to-Cash solutions
- Engaged with multimillion-dollar B2B companies via cold calls, emails, and LinkedIn to uncover client pain points and recommend tailored solutions
- Collaborated with sales and product teams to deliver industry-specific knowledge and support pre-sales conversations
- Specialized in inbound and outbound sales campaigns, leveraging cold outreach, email marketing, and LinkedIn automation
- Facilitated discovery calls and routed qualified prospects to solution specialists for deeper tech and workflow integration consultations

EDUCATION AND TRAINING

Institute of Technical Education And Research , Bhubaneswar, Odisha, 04/2022
Bachelor of Technology: Computer Science

Vikash - The Concept School, Odisha, India, 03/2018
Class XII - CBSE

St Joseph Convent Higher Secondary School, Odisha, India, 03/2016
Class X - ICSE

CERTIFICATIONS

- Star Team Award for exceeding targets and strengthening team at HighRadius
- Web Development Internship - Verzeo, Bangalore
 - * Learnt frontend and backend
 - * Made a dummy website (frontend) , Human Skin Tone Detection App (frontend & backend)