



Sushmitha Khan Palattao

Lead Generation Specialist/BDR/

Appointment Setter

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📍 Sunny Ridge Residences, Mandaluyong City, Metro Manila, Philippines, 3500

SKILLS

- Critical thinking
- Effective communication
- Ability to work well under pressure
- Very efficient in working
- Competitive organizational skills.
- Results-Driven individual
- Excellent personal presentation and interpersonal skills
- Passion for exceptional customer service
- Highly skilled in handling multiple client simultaneously

EDUCATION

FAR EASTERN UNIVERSITY

- Bachelor of Arts in International Studies
2012 - 2016

EXPERTISE

- CRM: HubSpot, Salesforce, Pipedrive, GoldVision
- Tools: LinkedIn, LinkedIn Sales Navigator, LinkedIn Outreach, Lusha, Rocketreach, Hunter.io, ZoomInfo, Twitter, Facebook, Instagram
- MS Office, Google, Outlook, Slack, Zoom, MS Teams, Skype
- B2B Sales, Data Mining, Cold Calls, Appointment Setting, Email Campaigns, Research, Lead Qualifying

OBJECTIVE

To leverage over six years of lead generation/BDR/appointment setting expertise in a dynamic and results-oriented role, driving revenue growth for a forward-thinking company. Seeking to apply proven skills in client acquisition, CRM management, and outbound/inbound strategies, while contributing to a high-performing sales team and exceeding business targets across global markets.

WORK EXPERIENCE

BUSINESS DEVELOPMENT REPRESENTATIVE – STRATEGY INSIGHTS – UK – JULY 2024 – SEPTEMBER 2024

- Prospect Research: Using LinkedIn and Sales Navigator to find executive-level potential customers.
- Lead Qualification: Assessing and qualifying leads to match our target profiles.
- Outreach & Engagement: Connecting with prospects on LinkedIn.
- Data Management: Keeping CRM records up-to-date and track your success.
- Collaborate with Sales: Working with our sales team to hand off qualified leads.
- Brand Support: Taking on the role of a digital brand ambassador for our company.
- Doing a B2B for IT, Marketing and HR products and services
- Setting appointments with potential clients to discuss their needs and provide solutions.

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WORK EXPERIENCE

SPECIALIST - LEAD QUALIFIER – PUREDOM – PAKISTAN – SEPTEMBER 2023 – JUNE 2024

- Qualifying B2B enterprise level clients.
- Documenting each customer contact in HubSpot
- Make cold calls to generate leads on behalf of the client
- Achieving the sales lead unit's revenue and profitability targets
- Leading and maintaining the motivation of a large sales force, driving a personalized business approach and managing the introduction of cost-effective Customer Interface solutions.
- Strategizing approaches that will help gain and convert quality leads in the most efficient manner.
- Regularly reviewing performance reports to establish areas requiring rectification and deliver budget and forecasts.
- Delivering the agreed revenue and profit levels while optimizing the resources by motivating and inspiring others to participate in the lead generation process.
- Comprehending businesses and convey the product's use to them in the most applicable manner.

Lead Generation Assistant – Dolphin Solutions – UK – December 2022 – April 2023

- To collate and organise leads from resources, including but not limited to ABI, Google, and LinkedIn.
- To confirm contacts, details, and enquiry quality.
- To qualify all leads against set qualification criteria.
- To collect and analyse data on customer demographics, preferences, needs, and buying habits. to identify potential markets and factors affecting product demand.
- To gather data on competitors and analyse their prices, sales, and method of marketing and distribution.
- To support the client relations team with project and company research.
- Documenting each customer contact in HubSpot and Gold Vision

Lead Generation Specialist – GMO GlobalSign – Makati – September 2019 – November 2022

- Generate leads through open-source research tools to obtain key information from targeted prospects to meet the qualified lead criteria.
- Builds and cultivates prospects relationships via telephone and mass communication.
- Works with the stakeholders to develop and grow the sales pipeline to consistently meet quarterly revenue goals.
- Manages data for clients within CRM.
- Uploading leads information (contact number, email address, contact person etc.,) through Salesforce.
- Data mining of leads and Cold calling inbound leads.
- Conducting the necessary research via Google, LinkedIn, Company Websites, etc.

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WORK EXPERIENCE

LEAD GENERATION SPECIALIST (BUSINESS DEVELOPMENT REPRESENTATIVE) – ANDERSON GROUP BPO INC., ORTIGAS CENTER, PASIG CITY – APRIL 2019 – SEPTEMBER 2019

- Soliciting for new business via email, telephone, networking, and other lead sources.
- Documenting each customer contact and appointment made in HubSpot
- Conducting the necessary research to locate the proper contacts within each targeted account via Google, LinkedIn, Company Websites, etc.
- Obtain prospects information such as name, address, and other personal information
- Identifying influencers and decision makers within the client organization
- Setting appointments with decision-makers of targeted prospects with BDM for purposes of introducing the company's full range of services and solutions.
- Identifying and approaching potential clients to ensure continuing source of opportunities

Research Analyst – LeadsRus, Makati Manila – September 2017- May 2018

- Make cold calls to generate leads on behalf of the client
- Doing a B2B for technology products and services for North America and European market.
- Research companies and contacts as per target specifications
- Working with different types of information sources, topics, or subject matters and types of analysis.
- Procuring and processing information about global companies using multiple methods, techniques, and sources.

References:

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