

CHANDRU BOOPALAN

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SUMMARY

Results-driven sales and marketing professional with proven expertise in lead generation, customer acquisition, and revenue growth. Adept at crafting data-driven strategies, optimizing sales pipelines, and driving market expansion. Passionate about building strong client relationships and delivering measurable business success through innovative sales and marketing initiatives.

WORK EXPERIENCE

Webnexs - Lead Generation Executive

March 2024 - Present

- Conduct in-depth market analysis to identify emerging trends, industry demands, and competitor strategies, ensuring a targeted and data-driven approach to lead generation.
- Researched and generated high-quality leads using LinkedIn Sales Navigator, Apollo, and LinkedIn Helper, focusing on key decision-makers and high-conversion prospects.
- Managed lead pipeline follow-ups and executed personalized email campaigns, leading to a significant increase in booked meetings for sales executives.
- Collaborated with sales teams to refine outreach strategies, track lead progress, and optimize conversion rates through data-backed insights.

Hippo Video — Lead Development Representative

Jul 2023 - Dec 2023

- Identified key prospects using Sales Navigator to support targeted outreach.
- Managed and enriched contact data using Seamless, ZoomInfo, Apollo, and integrated it into Zoho CRM and HubSpot.
- Created marketing collateral for product demos to enhance sales and engagement.

EDUCATION

Bachelor of Engineering

Jun 2018 - Apr 2022

Thanthai Periyar Government Institute of Technology
Specialization in Computer Science Engineering.

SKILLS

HubSpot, Zoho CRM, LinkedIn Sales Navigator, Linked Helper, Apollo.io, ZoomInfo, DataManagement, Negotiation, Email Outreach, Statistical Analysis.

PROJECTS

Student Management System | Python, MySQL

- Developed a CRUD-based student management system for adding, updating, and deleting records.
- Implemented Python for backend processing and MySQL for database storage.