

# MAMTA KUMARI PATRO

SENIOR INSIDE SALES  
EXECUTIVE

PHONE | (+91) 7008257206  
EMAIL | patromamta175@gmail.com  
LOCATION | Hyderabad, Hyderabad, INDIA  
EXPERIENCE | 6 Years 11 Months

## Key Skills

- Cold Calling
- Cold Emailing
- Social Networking
- Lead Generation
- Salesforce CRM
- Email Marketing Campaign
- Market Research
- Market Analysis
- Zoominfo
- Email Marketing
- Inside Sales
- US Inside Sales
- Digital Marketing

## Languages

- English
- Hindi
- Odia

## Hobbies

- Singing
- Painting

## Profile Summary

Inside Sales Executive with nearly 7 years of experience generating pipeline for US technology markets. Specialized in cold calling, email campaigns, LinkedIn prospecting, and CRM management (Salesforce, ZoomInfo). Successfully driven \$500K+ in pipeline growth annually across industries like Fintech, Retail, Healthcare, and SaaS.

## Work Experience

### Senior Inside Sales Executive

ValueLabs

12/2021 - Present

- Generated 50+ qualified leads with C-suite decision-makers (CIOs, CTOs) annually via cold calling, email campaigns, and Sales Navigator prospecting, achieving 85% lead-to-meeting conversion rate.
- Led 15+ targeted campaigns for IT services (Software Development, AI/ML, Data & Analytics, Quality Engineering, Intelligent Automation, DevSecOps, Cloud, cybersecurity), driving \$500K+ in pipeline growth for the US East region.
- Trained 10+ junior reps on CRM best practices, reducing Salesforce data entry errors by 40%.
- Authored a sales playbook for new joiners (Freshers/Experienced) for quick start in outreach.
- Designed 50+ personalized Sales Navigator InMail templates for IT services (cloud, GenAI, cybersecurity), achieving a 35% response rate from C-suite prospects in tech and healthcare sectors.
- Developed a cohort-based messaging framework for email/LinkedIn outreach, segmenting prospects by industry (e.g., fintech, retail) and tech needs

(GenAI adoption, cloud migration), boosting open rates by 25%.

### **Senior Business Development Executive**

Pronix IT Solutions

05/2021 - 12/2021

- Engineered a strategic account targeting model for Fortune 500 prospects in manufacturing and logistics sectors, leveraging intent data (Bombora, 6sense) to prioritize high-potential accounts, shortening sales cycles by 30%.
- Launched a multi-channel outreach initiative combining , securing 35+ discovery calls with IT Directors/VPs in 6 months.
- Partnered with product teams to design demo frameworks for Pronix's services, aligning technical capabilities with client pain points

### **Business Development Executive**

Miracle Software Systems

06/2018 - 05/2021

Business Development Executive

## **Internship**

**SDMR Digital, 3 Months**

## **Education**

**B.Tech/B.E. - Electronics/Telecommunication**

2018

Biju Patnaik University of Technology (BPUT)

**12th**

2014

CBSE , English

Grade - 75%