

Pradeep KM

Email Marketing / Lead Generation Specialist

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PROFILE

Overall, I have over **6 years of experience and am an expert in lead generation and email marketing**. I have worked with clients from the US, UK, Canada, and Australia, and have gained 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

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

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

PROFESSIONAL EXPERIENCE

06/2022 – 07/2023
Permanent-WFH

Uplers

Marketing Outreach Specialist - Email | LinkedIn

- Conducting market research to better comprehend prevailing consumer behaviors.
- Reviewing our former campaigns to ascertain areas of strength and weakness, which could inform subsequent outputs.
- Study about the company all services and find perfect target audience.

- Build and Maintaining a database of customers who have opted to receive our emails.
- Taking ownership Multiple services outreach campaigns.
- Creating well-written copy of pitches that is free from mistakes.
- Distributing emails through the use of automation software's(Klenty and Lemlist etc).
- Taking ownership of generating SQLs and nurture MQL explaining our services to the clients.
- Monitoring and reporting on the utility of each campaign and outreach.
- Budget sheet preparing and looking into how meets ROI.

05/2018 – 06/2022
Bangalore, India

Insnap Technologies Pvt Ltd (Sposkely 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), 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.