

**KRISHNAKUMARI**

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**CAREER OBJECTIVE**

A responsible position in an organization that seeks an ambitious & career-conscious person, whose acquired skills & education will be utilized toward continued organizational advancement & growth.

**PERSONAL SUMMARY**

* Highly motivated Market Research & Pre Sales consultant with 1.2 year experience in competitive environments
* Well organized and proactive in providing timely, efficient and accurate support to managers and work colleagues
* Proven ability in generating valid leads that matches management requirements

**KEY SKILLS AND COMPETENCIES**

* Online Lead Generation & Sourcing
* B2B Company Profiling
* Database List Building & Contact Verification
* Market Research & Analysis
* C-Level Contacts Research & Email Marketing
* Data Cleansing & Validation
* Email Research & Verification
* Data Analysis & Quality Control

**WORK EXPERIENCE**

1. **Xerago**

**Pre sales consultant** **January 2016 to March 2017**

**Job Responsibilities:**

* Researching and analysing the new market domains across the globe
* Market research / Researching on potential client
* Responsible for Lead generation in US, APAC and Middle East region.
* In-depth knowledge of market research tools and database

**Nature of Work:** Primarily responsible for identifying, qualifying, and generating leads &Email Marketing

**Roles & Responsibilities**:

* Collect Source for Specified Services through Web research on various search engines and Business Directories like zoominfo, Hoovers, Lead 411, Jigsaw, and Professional networking sites like LinkedIn
* Generate Leads for Banking& Financial Services, Insurance, Telecommunications, Hospitality, e-commerce & Retail Industry segments
* Finding the email id of CEO, IT Directors, Communications managers and top key persons to do Email Marketing.
* Managing Master Database that email sent list and allocating new list, checking whether the email id valid or not and finally doing QC.
* Doing Email Marketing and, tracking on reply emails and Making report about Clicks, bounced, Signed up and Unsubscribe list
* Prepare lead reports on a regular basis (Daily, weekly, monthly and Quarterly)

**ACADEMIC QUALIFICATIONS**

**B.A ECONOMICS**

Ethiraj College for women, Chennai

Aggregate of Marks: 66%

**2012 - 12th**

S.D.A.V Higher Secondary School

Aggregate of Marks: 91%

**2010- 10th**

New Prince Matriculation Higher secondary School

Aggregate of Marks: 78%

**DECLARATION**

I hereby declare that the information furnished above is true to the best of my knowledge and belief.