



Lead Generation Specialist (5+ year)

Pune, Maharashtra, India · 10 hours ago · 12 applicants

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About the job

Role Overview:

We are seeking a dynamic and results-driven **Lead Generation Specialist** to join our team. This role involves identifying potential customers, nurturing leads, and converting them into sales opportunities. The ideal candidate will be skilled in outreach strategies, managing email campaigns, cold calling, and ensuring a smooth handoff to the sales team.

Key Responsibilities:

- **Outreach & Prospecting**
- Identify and research potential leads through various channels (LinkedIn, social media, industry directories, etc.).
- Initiate contact with prospective clients via cold calling, emails, and social outreach.
- **Email Campaign Management**
- Design, execute, and track email campaigns tailored to specific audiences.
- Analyze campaign performance metrics and optimize strategies for maximum impact.
- **Cold Calling & Engagement**
- Conduct high-volume cold calls to potential leads to build awareness and interest.
- Effectively communicate the value proposition of the company's products or services.
- **Lead Nurturing & Conversion**
- Build and maintain relationships with potential customers.
- Qualify leads based on their interest, fit, and readiness to buy, passing high-quality opportunities to the sales team.

- **Data Management & Reporting**
- Maintain accurate records of lead generation activities in CRM systems.
- Provide regular updates and insights on pipeline performance and improvement opportunities.

Qualifications & Skills:

- **Experience:** 1-3 years in lead generation, sales, or a related role.
- **Communication Skills:** Excellent verbal and written communication skills.
- **Technical Proficiency:** Familiarity with CRM platforms, email marketing tools, and sales automation software.
- **Sales Skills:** Strong understanding of B2B/B2C sales processes and ability to overcome objections.
- **Analytical Thinking:** Ability to analyze data and adapt strategies to improve outcomes.
- **Resilience:** Comfortable with rejection and persistence in pursuing leads.

Preferred Qualifications:

- Experience with tools like HubSpot, Salesforce, or Outreach.io.
- Knowledge of the industry or product offerings.
- Proven track record of meeting or exceeding lead generation and conversion targets.