

Lead Generation Executive / Marketing Executive

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Company: Unspecified

Location: Lahore

Category: other-general

Lead Generation Executive / Marketing Executive Lahore, Province of Punjab jobee30+ days ago

Description It's exciting to work for a company where everyone BELIEVES in what they're doing! We are looking for a professional who identifies and assesses potential sales opportunities in the international market. The ideal candidate will be responsible for creating, implementing, and maintaining effective lead-generation strategies. This role is essential for establishing best practices and procedures that optimize lead-generation efforts.

Job Responsibilities:

- Develop and implement lead generation strategies to identify potential leads and sales opportunities in the international market using different platforms, including but not limited to cold calls, emails, LinkedIn, etc.
- Maintain and update a comprehensive database of potential leads and clients for ongoing follow-up and nurturing.
- Determine the key stakeholders within the target firms e.g. CEO, CTO, etc.
- Utilize the available communication channels to conduct follow-ups with potential leads, evaluate their requirements and preferences, schedule meetings, and go the extra mile to qualify these leads.
- Write creative and engaging content to persuade potential leads or clients.
- Continuously monitor and evaluate the effectiveness of lead generation efforts, making adjustments as needed to optimize performance and improve lead generation processes and strategies.
- Stay up-to-date on industry trends and best practices in lead generation and sales.
- Collaborate with sales and marketing teams to develop and execute campaigns that generate new leads and drive sales growth.

Applicant must have:

- Bachelor's/Master's degree
- Proven track record of success in lead generation,

preferably in an international market. Must possess 1 2 years of experience in Lead Generation in the IT industry. Excellent communication and interpersonal skills. Strong analytical and problem-solving skills. Capable of establishing connections with clients quickly. Capable of working independently as well as collaboratively in a team. Strong time management and prioritization skills. Result-driven mindset. Familiarity with CRM software and other lead-generation tools. Experience with LinkedIn Sales Navigator prospecting is a plus. Please note this is a full-time office-based job for our Lahore office. #J-18808-Ljbffr

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