

## Lead Generation Specialist

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Company: Info Resume Edge

Location: Karachi Division

Category: sales-and-related

### About the Company

To develop a dynamic culture that draws and empowers elite talent in order to offer tech-enabled solutions that add value for enterprises globally. In order to concentrate on what truly matters scale and growth we think that businesses all over the world may generate enormous value by outsourcing operations that are not essential to their operations or in which they have little to no experience.

Job Title: Lead Generation Specialist (Freelancer Platform)

### Job Summary:

We are seeking a talented Lead Generation Specialist to join our team on a freelance basis. The Lead Generation Specialist will be responsible for identifying and qualifying potential leads, primarily through online platforms. The ideal candidate will have a proven track record of generating high-quality leads and meeting or exceeding sales targets. This role requires strong communication skills, attention to detail, and the ability to work independently.

### Responsibilities:

Utilize freelance platforms such as Upwork, Freelancer, and Fiverr to identify potential leads within our target market. Conduct research to understand client needs, industry trends, and competitor offerings. Develop and implement lead generation strategies to attract new clients and expand our customer base. Create compelling outreach messages and proposals to engage with potential clients and initiate conversations. Qualify leads based on predefined criteria and prioritize opportunities for further follow-up. Maintain accurate records of lead interactions and sales activities using CRM software or other tracking

tools. Collaborate with the sales team to ensure smooth handoff of qualified leads and support the conversion process. Monitor and analyze key performance metrics to assess the effectiveness of lead generation efforts and make data-driven recommendations for improvement. Stay up-to-date on industry best practices, emerging technologies, and market developments related to lead generation.

Requirements:

Proven experience as a Lead Generation Specialist or similar role, preferably within a freelancing or digital marketing environment. Proficiency in using freelance platforms such as Upwork, Freelancer, and Fiverr to identify and connect with potential clients. Excellent written and verbal communication skills, with the ability to craft compelling outreach messages and proposals. Strong research and analytical skills, with the ability to identify relevant leads and gather key insights from market data. Self-motivated and results-oriented, with a demonstrated track record of meeting or exceeding lead generation targets. Ability to work independently and manage multiple priorities in a fast-paced environment. Familiarity with CRM software and other sales tools for lead tracking and management. Bachelor's degree in marketing, business administration, or a related field preferred.

#J-18808-Ljbffr

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