**Heena Singhal**

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**Specialization: MARKETING**

**CAREER OBJECTIVE:** To work in a challenging and professional environment to meet client satisfaction, driving performance and quality of deliverables with meeting deadlines. Highly motivated team player with leadership and interpersonal skills. Willingness to learn new tools/technologies to meet business demands.

**PROFESSIONAL SUMMARY:**

* More than 2 years’ experience in **B2B**.
* Experience on Admin and HR work.
* Worked on **Lead Generation** projects.
* Delivered the goals and target lead on time with quality
* Good knowledge on **QA**, quality assurance of Lead
* Hands on experience on **Microsoft excel** and word documents.
* Hands on experience on **Salesforce Tool.**
* Extensive experience of profile search in **LinkedIn** tool to generate the leads.
* Experience to talk to **US** and **UK** client over call to generate Leads.
* Top performer in **Generating leads** in my last project.
* Experience on leading a team in absence on my Team Lead.
* Monitor and forecast marketing and sales trends.

**Computer Skills:**

* Operating Systems: Windows XP/7/10/11
* Packages Known: MS Office (Word, PowerPoint, Excel)

**Summary of Profile:**

**Bizkonnect Solutions Pvt Ltd.**

Duration: Sep 2020 till Present

**Key Roles and Responsibilities:**

* Client communication & Project Delivery.
* Planning and organizing how to achieve the target to meet the deadlines of the projects and also providing statistical analytics by gathering the good teamwork spirit and deliverable.
* Worked on various tools like Sales Navigator ,Zoho CRM, Salesforce.
* Hands on data identification, data mapping, data analysis experience.
* Hands on experience in Recruitment software which includes working with Clients from HR Technology, Assesment Tools provider, CRM, Personalised Email Campaign and Building Research domain.

**Summary of Profile:**

**Excelsior Research Pvt Ltd.**

Location: Pune

Duration: Oct 2019 to Sep 2020

 **Key Roles and Responsibilities:**

* Doing detailed research to find information on leads like email address, phone number, physical address, etc.
* Compiling a final list against our master database so we don’t contact duplicate leads.
* Research and analyze trends, opportunities, competitors and pricing to identify data.
* Identifying potential leads by doing web research on different portals such as LinkedIn, Data.com Google, Jigsaw, Hoovers, ZoomInfo etc.
* Research securities of target industries and companies

**Summary of Profile:**

**Kia Business Solution Pvt Ltd.**

Location: Pune

Duration: Feb 2017 to June 2018

**Key Roles and Responsibilities:**

* Quality checking of data base generated by team
* Perform research and analysis to get Lead generation
* Experience on search profiles from LinkedIn and Bloomberg
* Generating quality leads and provide data in formatted way in excel
* Handle Team Lead responsibility as and when required
* Generating Marketing Qualified and Sales Qualified leads as well.
* My basic job here is to gather data to help a company market its products or services and we gather data on consumer demographics, preferences, needs.
* Working from customer lists and database, make outbound calls to client existing customers or prospects to qualify leads and sell products.
* Direct Interaction with customers over the phone
* Handling Customers and educating them on the whitepaper
* Responsible for Verifying email address through Sales Navigator, Lead Generation and cold calling, developing, managing and growing existing client relationships

**Educational Qualification:**

Post Graduate Diploma in Management (**PGDM**) from Indira Institute Management of Pune, Maharashtra.

**External Trainings and Certifications:**

 Certification on **Building** your Team; how to put together the perfect team from Udemy

Certification on **Digital** Marketingfrom Udemy

Certification onInterview Training: ASK BETTER QUESTIONS, HIRE BETTER PEOPLE from Udemy

Certification onTalent Acquisition and Hiring from Udemy

Certification onHiring Strategy from Udemy

Certfication on **SCRUM MASTER** from udemy

 Completed with 250-hour comprehensive **performance-based Leadership Development Programmer**

 by **Stratecent Consulting**, to acquire the following skills:

* + **Negotiation Skills**
	+ **Problem Solving Skills**
	+ **Strategy**

Attended **DALE CARNEGIE** Certification Programmer

**Personal Details:**

**Date of Birth:** 28-January-1993

**Strengths:**

* Self-Disciplined
* Hard Work
* Confident
* Team player
* Leadership skills
* Good Listening skills

**Languages**: English and Hindi