

# SAMPATH KUMAR S

Coimbatore, TN | C: +91-9487749370 | E: sekarsampathkumar@gmail.com

## Summary

Motivated Lead Generation and Market Research Specialist with a strong focus on IT marketing and exceptional leadership and planning capabilities. Proven track record in generating high-quality leads and collaborating effectively with sales and marketing teams to design and implement go-to-market strategies for strategic accounts. Skilled in utilizing market and account intelligence to drive growth, surpass sales targets, and deliver innovative IT solutions. Adept at monitoring, training, and motivating teams to enhance skills and achieve challenging goals. Demonstrated success in building and managing high-performing teams through proactive training and effective issue resolution.

## Skills

- MS Office
- Salesforce CRM
- LinkedIn Talent Insights
- Salesforce Data loader
- Case Studies
- Data Management
- Client Relationship Management
- Talent Sourcing & Insights
- Email Campaign Management
- Team Management
- Secondary Research
- Marketing Automation
- Web research
- Resource allocation
- Quality Assurance

## Experience

**LEAD GENERATION MANAGER** 1/2024 to PRESENT

**Finquest (FDST Services Pvt.Ltd ) - Bengaluru, Karnataka**

- Managed Market Research Team and Cold email & LinkedIn campaign process to build pipeline.
- Conceptualized and executed comprehensive lead generation plans and campaigns, resulting in a 25% increase in new customer acquisition.
- Generated a high volume of leads using LinkedIn aged accounts, integrating Waalaxy automation software to overcome GDPR and CAN-SPAM issues for international markets in Email outreach.
- Collaborated with sales and marketing teams to execute demand generation initiatives, improving lead quality and conversion rates while expanding lead generation across global markets (SEA, MENA, and US, UK, Singapore, Malaysia, Australia & European countries)
- Manage special cold email campaigns for sales team to generate quality leads & monitored Email accounts and SPF, DKIM, and DMARC records and check email account health.
- Proficient in Clay and familiar with other email marketing tools like Clay, Mailchimp, HubSpot, Smartlead, Instantly, Buying Leads.
- Created monthly and daily production output plans to meet OKR's.
- Track quality of hand raisers and update it to sales team and research team to increase the quality.
- Responsible for managing and delivering projects to various business units such as Prospecting, Candidate Sourcing, Salary Benchmarks, and competitive analysis.

## SENIOR LEAD GENERATION SPECIALIST | 07/2021 to 12/2023

Uplers Pvt Limited - Ahmedabad, Gujarat

- Strategize, Develop and Execute Integrated outbound campaigns with a focus on all Business Units' brand awareness and Lead generation goals.
- Scheduled discovery calls and product demos, connecting qualified prospects with Account Executives.
- Responsible for managing and tracking outbound campaigns with clear ROI metrics defined.
- Ensured a high-quality customer experience and elevated customer satisfaction while adhering to the quality standards and work processes.
- Create and coordinate the release of marketing collaterals and campaign decks such as case studies, email templates and presentations.
- Plan, Organize and Manage all project deliverables, including pre-and post-project delivery, outbound campaign, and CRM data management activities.
- Responsible for reporting and analytics on marketing programs and outbound campaigns with insights of performance and revenue.
- Liaise with key stakeholders in BDR, marketing, and business processes to map and align business requirements.
- Complete Quality Assurance for the Market Research process. & Handled cold email campaigns to generate hand raisers.
- Monitor email responses and move hand raisers to sales team. & Track hand raiser journey and update to the sales team and Market Research team.

## LEAD GENERATION SPECIALIST | 06/2019 to 7/2021

Zinnov Management Consulting Pvt Ltd (Draup)- Coimbatore, Tamil Nadu, India

- Meet daily/weekly/monthly target in market research process.
- Generated quality of hand raisers to meet team target.
- Identifying and generating new business opportunities for the range of Services with respect to IT industry (Inside sales).
- Sourcing valid email address by multiple stages of verification process.
- In-depth knowledge in Research on Various Search Engines (Google, Bing, Yahoo etc.)
- Worked with Databases like Draup, Hoovers, Crunchbase & ZoomInfo Database, Manta and Jigsaw.
- Extracting valid and reliable contact from search engine as per the needs of the organization.
- Updating day-to-day activities in CRM - SFDC
- Monitor email responses and update activities in CRM.
- Participated in weekly sales meetings, took copious notes for all attendees and distributed details to Junior employees.
- Studied about Products to work more aggressively to meet OKR's
- Collaborating with seniors to learn Market research process to meet OKR's

## Core Skills & Tools

- **Outbound Automation:** Clay, Phantom buster, Zapier, Lem list, Instantly.ai, Apollo.io,
  - **Data Enrichment:** Snov.io, Hunter.io, Drop contact, Lusha, Prospect.io ZoomInfo, Bloomberg, Crunchbase
  - **Email Verification Tool:** Million Verifier, Zero Bounce, Never Bounce, Mail tester, Mail tracker, Rocket reach
  - **CRM & Sales Tools:** HubSpot, LinkedIn Sales Navigator & Recruiter, Smart Links, Google Sheets, Waalaxy - LinkedIn
  - **ICP & Persona Targeting:** B2B segmentation, buyer journey mapping & Clear bit, Sintel, 6sense, vector, Bombora, G2 Buyer Intent, Lead feeder, Reveal to identify companies showing active buying signals.
  - **Campaign Design:** Multi-channel cadences (email, LinkedIn, phone), personalization logic Outreach
  - **Analytics & Reporting:** Funnel dashboards, A/B testing, deliverability metrics
-

## Education and Training

### Amrita Vishwa Vidyapeetham - Coimbatore |

Master of Business Administration in Marketing, (2024 – 2026 Pursing)

### Sri Krishna College of Technology - Coimbatore |

Bachelor of Mechanical Engineering, 2020 with 74%

### Sri Narayana Guru Polytechnic College - Coimbatore |

Diploma in Mechanical Engineering, 2016 with 74%

### CMS Matriculation Higher Secondary School - Coimbatore |

SSLC State Board – 2013 with 72%

---

## Personal Information

- Personal Dossier, Name: Sampath Kumar S
- Father's Name: Sekar M
- Date of Birth: 9TH JUNE 1996
- Sex: Male
- Marital Status: Single
- Nationality: Indian
- Permanent Address: No.2, Ramu illam, Nalvour Layout Sundarar Street, Rathnapuri , Coimbatore - 641027

---

## Languages

English & Tamil (Read & Write)

---

## Accomplishments

- Achieved **BEST QUARTER** performer award in 2021
- Achieved best **SALE VALUE** award in the year of 2022
- Best **Team Impact award** in 2023

---

## Declaration

Declaration I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Coimbatore

Date:

yours sincerely  
Sampath Kumar S