**PROFILE SUMMARY**

**Devi Sri Podila**

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**AREAS OF EXPERTISE**

## B2B Lead Generation

## Market Research

## Cold Calling

## E-mail Marketing Campaigns

## Cloud Tools & Product’s

## BANT Leads

## Web Scrapping

## Networking

## Lead Nurturing

## MS OFFICE Suite

## Credit Card Products

## In Salesforce CRM

* A Self-Motivated and Organized Professional with over all 7+ years experience in handling the entire sales cycle from lead generation to closure for IT products and services globally.
* Doing Extensive Secondary Research for Company Profiling, Lead Generation along with Industry Analysis of various verticals across US, East and Canada.
* Lead Generation for all verticals through – Email for introduction about Company, Service portfolio & setting up Sales meeting.
* Database building and maintaining the CRM (Worked on HubSpot and SFDC)
* Using LinkedIn, Bloomberg, DB Hoovers, Built In, Discover.org, Growjo and other database tools.

**ACADEMICS**

**BSc (M.C. Cs):** from Srividya Degree&PG College, Manuguru; 2010-2013 with **70%**

**+2:** from Netaji Junior College, Paloncha; 2008-2010 with **72%**

**10th:** from Srividya High School, Manuguru; 2007-2008 with **69%**

**IT SKILLS**

MS Office, Ms Word, MS excel, SFDC, Hub spot

**PERSONAL DOSSIER**

**Date of Birth**: 21\_Aug-1993

**Languages Known**: English, Hindi &Telugu

**Address:** Flat G1, Ground Floor,

Aishwarya Heights Block-2, Mallampet, Bachupally -500090.

**RELEVANT SKILLS**

* Research
* Quick Learner
* Team Player
* Adaptability
* Team Player
* CRM
* Cold Calling
* Lead Generation and Relationship building via LinkedIn Sales navigator.
* Handle different methods of prospecting e.g., Email campaigns, LinkedIn, InMail’s, Cold calling and collect the required information from prospects.
* Responsible for prospecting and opening new business for assigned region and meeting sales targets established by the company.
* Manage, maintain and updating the mail responses in database and regular follow up with the prospects.
* Research and building up prospects lead database, Maintaining Reports.

**CAREER SCAN**

**Experience**

**5) Inside Sales – Senior Lead generation Executive – Value Labs (November 2020 – Present)**

* + Create various email lists and campaigns.
  + Prospecting, Qualifying, and Lead Nurturing via LinkedIn, Email marketing and cold calling.
  + Following up on leads from marketing campaigns, following up with the hot responses
  + Drafting various email templates.
  + Present reports on Weekly basis.
  + Customization of email drafts and LinkedIn messages
  + Maintain the accuracy in database on SFDC CRM.

# **4) Senior Software Specialist – Brio Technologies - (February 2020-October 2020)**

* Working for Google cloud products over Global regions.
* Cold calling, email marketing and should maintain the accurate track of database on

CRM.

* Identify new business opportunities
* Arranging & coordinating demo's with C+ Level / IT Head's and assigning to FSR.
* Actively participating in Google webinars, strong skills on Google products.
* Achieving the quarterly targets proactively.
* Knowledge on Cloud Computing Opportunities.

3) Senior Business Development Executive - The Global Associates (B2B Lead Generation)

- (August 2017 to June 2019)

* Understanding the client's requirement and provide an effective solution.
* Identifying new business opportunities – including new markets, growth areas, trends,

Customers, products and services.

* Executing the B2B sales strategy, handling the entire sales cycle from lead generation

to closure, to exceed the monthly sales target.

* Worked for Cloud based & SAAS based Tools.
* Following up with potential customers, via phone and email, assisting with queries and

Steering through the sales pipeline.

* Arranging and coordinating meetings with C-Level Executives and following up the same.
* Trained and motivated 10+ Team members in the area of cold calling and lead generation

to achieve the sales targets consistently.

**2) Senior Executive- Sales - Intelenet Global Services (SBI) – (April 2016 to April 2017)**

**1)Sales Executive- Support - Ivangels sales and services ( Kotak Mahindra Bank ) – (Jan 2015 to February 2016)**

* Resolve customer queries/issues and ensure customer satisfaction.
* Specialized in Credit card products.
* Sound knowledge of providing appropriate information to clients over phone.
* Excellent relationship management skills to develop successful networks with senior

management, Business Development and Sales team.

* Developed impressive sales plan through effective sales methodology.
* Used a variety of computer programs and applications.
* Answered incoming customer service enquiries and advice good solution of customer’s queries.
* Ability to handle all customers/clients professionally.
* Operated within a team to reach targets.
* Provide support and follow up for the internal and external sales team.
* Manage customer and bank privacy.
* Ability to propose referral opportunities to customers.

I hereby declare that the information furnished above is true to the best of my knowledge.

Date : Signature

Place : Hyderabad (Devisri P)