



MOUNIKA MADINENI

Sr. Inside Sales Executive

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Education:

Post Graduation {MBA} - Marketing
Annamacharya Institute of Technology
and Sciences

Rajampet – Kadapa District.

B.Sc. – Mscs

S.V Degree & P.G. College – Anantapur
District.

PROFILE SUMMARY:

Skilled in Lead Generation, Inside Sales, Business Development, B2B Lead Generation, Data Mapping, and Mining. Strong Marketing professional with a Master of Business Administration (MBA) focused on Marketing from Annamacharya PG College.

WORK EXPERIENCE:

Sr. INSIDE SALES EXECUTIVE

OpenTeQ Technologies Pvt. Ltd

- Lead generation by market research & email marketing.
- Create, execute, and follow-up marketing campaigns.
- Cold Calling Experience in Indian Market.
- Running daily and weekly email campaigns on extensive market research.
- Expert in building top-producing sales organizations through strategic marketing, and tactical sales with quality leads and opportunities.
- Effective use of Sales tools like Sales Navigator, Prospecting Skills, Technical Understanding, and other Lead Generation tools like Zoom Info, Apollo, Google, and Lusha.
- Good knowledge of software products and services.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profit.
- Collaborated with sales and marketing departments to support client acquisition.

INSIDE SALES EXECUTIVE

KeyPoint Technologies Pvt. Ltd – April 2022- March 2023

- Handling IT projects
- Working on EXPLOREE AI KEYBOARD, CHATBOT.
- Extensive market research experience in healthcare, e-commerce, retail, advertising, media, BFSI, manufacturing, and ISV verticals.
- Reporting to SBU Head, Sales and working with him in closing deals.
- Identify potential customers based on the LQP.
- Managing sales reports and documents

JR. MARKETING EXECUTIVE

MovingDneedle Pvt.Ltd – Jan 2021- April 2022

- Identifying the Key decision makers, and their email IDs to generate new business opportunities to drive the pipeline through email marketing campaigns in the UK, USA, and Canada.
- Lead Generation for all verticals through – Email for introduction about the Company and service portfolio & setting up Sales/BD meetings with the companies to assist the Sales/BD team by identifying prospects from databases.
- Manage, maintain, and update the mail responses in the database and regular follow-up with the prospects.
- Experienced in US, UK, and Canadian markets and verticals.
- Proficiency in using Outlook, MS Word, PowerPoint, and Excel.