

AZARUDEEN A

BUSINESS DEVELOPMENT EXECUTIVE

ameerazar2000@gmail.com

Chennai,TamilNadu

+91-6382874524

SUMMARY

2+ years Experienced market research professional with expertise in wide varieties of business applications in an IT services company, with excellent interpersonal skills and the ability to build strong working relationships at all levels of an organization.

EXPERIENCE

COGENTNEXT INDIA PVT LTD - CHENNAI

(Feb 2025 - present)

Business Development Executive

- *Different criteria search functions used for finding Accounts, demand and recruitment identification using job posting sites.*
- *Worked in Sales navigator for scraping accounts, contacts, and also Zoominfo, Rocketreach, Crunchbase, etc.*
- *Check for Competitor to ensure no accounts duplication.*
- *Collect Sources for specified services through web research on various search engines.*
- *Completing the tasks accomplished within stringent deadlines*
- *Doing the email campaign for all the leads and track them.*

PRELUDESYS INDIA PVT LTD - CHENNAI

(Aug 2022 - Nov 2024)

Lead Generation Executive

- *Conduct thorough market research to identify target audiences and potential customers for Salesforce, KPO, MS Dynamics, Azure Data Analytics & Enterprise Integration Platforms(Boomi & MuleSoft).*
- *Generate high-quality leads from LinkedIn Sales Navigator, ZoomInfo and Web Research for the respective accounts.*
- *Collecting the contact information for the leads from ZoomInfo.*
- *Develop and maintain accurate prospect databases on Salesforce CRM.*
- *Provide valuable content and resources to address customer needs and pain points.*
- *Tracking and analyzing the Calling progress and Update in Salesforce CRM.*
- *Good hands-on experience in using Salesforce CRM for Lead management.*
- *Transferring data from various internal and external sources i.e. LinkedIn, Zoominfo, Lusha, etc. into the CRM - salesforce and check existing data for discrepancies/duplicates.*

- *Analyzed data to generate insights for marketing strategy, including consumer behavior trends.*
- *Conducted in-depth market research on targeted industries, services, and technologies to determine key market size, share, and growth globally and by region.*
- *Validated and verified large amounts of data to ensure accuracy and relevance for clients.*
- *Utilized search engines like Google, LinkedIn, and Zoominfo to research client information and collect sources for specified services.*
- *Collected eCommerce information and company contacts according to different categories and subcategories.*

ACHIEVEMENTS

- *Achieved Target through effectively helping with Lead Sourcing. So I got the RISING STAR*
- *AWARD for Q4 of FY 2022 - 2023.*
- *Achieved Target by completing Task with accuracy and efficiency. So I got the BEST PERFORMER AWARD for Q2 of FY 2023 - 2024.*
- *Collaborated with team of 12 members in development of Demandblue. So we got the BEST TEAM AWARD for Q2 of FY 2023 - 2024.*

EDUCATION

- *2017 - 2021 | Scad College Of Engineering & Technology - Tirunelveli, TamilNadu.
Bachelor of Electrical & Electronics Engineering - Graduated with 7.06 CGPA*
- *2016 - 2017 | Kamraj Muncipal Higher Secondary School - Tirunelveli, TamilNadu.
Maths Computer Science - Passed out with 73%*
- *2014 - 2015 | St. Antony's High School - Tirunelveli, TamilNadu.
State Board - Passed out with 82%.*

SKILLS

- *Lead Generation*
- *Market Research & Company Reasearch*
- *CRM Handling*
- *Analytics & Problem Solving*
- *Adaptability*
- *Email Campaign*
- *Quick Learning*

PERSONAL DETAILS

- *Address - No.3/270, Mahatma Gandhi Street, Karapakkam, Chennai-600097*
- *Date Of Birth - 26-01-2000*
- *Martial Status - Single*
- *Native Address - 35, MNP 1st North Street, Pettai, Tirunelveli - 627004*