

JAISURYA S

LEAD GENERATION EXECUTIVE

📞 6381041874

📍 Chennai

✉️ jsurya024@gmail.com

ABOUT ME

Results-driven Lead Generation Specialist / Market Research Executive with 4.5 years of experience in B2B lead generation, outbound email marketing, and data-driven prospect research. Proven expertise in managing multi-inbox outbound campaigns, building and maintaining large prospect databases (67,000+ records), and generating 8–10 qualified leads per month contributing to revenue growth.

Skilled in ICP research, data enrichment, email verification, list segmentation, lead nurturing, campaign optimization, and performance analytics. Hands-on experience with tools including Apollo, LinkedIn Sales Navigator, Klenty, Lusha, ZoomInfo, Verifalia, and Mail Merge. Strong knowledge of email deliverability, CRM updates, lead lifecycle management, and sales collaboration.

Detail-oriented professional with a strong focus on data accuracy, reporting, campaign tracking, and conversion improvement, supported by experience mentoring junior researchers and maintaining quality standards.

PERFORMANCE SNAPSHOT

- 4.5 Years of B2B Lead Generation Experience
- 67,000+ Prospect Records Managed
- 12+ Email Inboxes Managed Simultaneously
- 8–10 Qualified Leads Generated Monthly
- Deals Influenced: USD 3,000–15,000
- 5+ Lead Intelligence & Outreach Tools Used

EXPERIENCE

2023 - NOW

DataTracks Services
Private Limited

Lead Generation Executive / Market Research Analyst

Lead B2B outbound email campaigns by managing 12+ inboxes and executing Mail Merge and Klenty sequences across multiple IDs. Built and maintained a database of 67,000+ companies with strong focus on data accuracy and segmentation. Generated an average of 8–10 qualified leads per month contributing to deals valued between USD 3,000–15,000. Conducted ICP-based research to identify decision-makers using Apollo and LinkedIn Sales Navigator. Mentored 4 interns while delivering weekly and monthly performance reports to optimize campaign results.

2021 - 2023

Eximio Services &
Solutions Pvt. Ltd.

Senior Web Research Analyst

Conducted primary and secondary research to identify decision-makers and C-level executives across industries. Built structured, client-ready lead databases with validated contact information ensuring high data accuracy. Utilized Apollo and ZoomInfo for data enrichment and verification to improve lead quality. Collaborated with team leads during validation cycles to meet strict quality standards and delivery timelines. Delivered high-quality prospect lists supporting Sales and Business Development campaigns.

TOOLS

- Apollo.io
- Klenty
- Verifalia
- BounceBye
- Lusha
- Zoominfo
- Brevo
- LinkedIn Sales Navigator
- Advanced MS Excel (Pivot Tables, Lookup Functions, Reporting Dashboards)

EDUCATION

2017 - 2021

B.E. Computer Science