Rajesh Waran P
Senior Market Research Specialist
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Objective

An analytical and results-driven marketing professional with extensive experience supporting sales performance through expert research, data analysis, and strategic insights. Proven ability to analyze market trends and buyer behavior to empower sales teams with targeted strategies, lead intelligence, and actionable plans. Skilled in forecasting, optimizing sales operations, and aligning marketing efforts with business goals to drive revenue growth and maximize profitability.

Skills Set

- ***Secondary Research****: - Research through online magazines, internet, government publications, news, conferences and listings and events to target the companies. We do manual research using Google advanced search, LinkedIn sales navigator, keywords to identify products, solutions and services.*

- ***Technology Insight****: - Research on new technologies referring various primary research options such as Gartner (Magic quadrant), Capterra, Software Advice, Getapp and AngelList. The importance of targeting these sources to find new opportunities in new upcoming and innovative products, new startups with new technology based on products.*

- ***Prospect Research****: - Research on prospects before approaching the client or a company to understand their interest in product or technology-based software, solutions, platforms and services they deliver to the market. We target top 5 head of the company who are the decision makers as well as the marketing and branding head to build a bridge to make them understand our giving's and rankings which can help them to grow in the market.*

- ***Market Insight:*** *We do research on companies as well to know their revenue, budget, their influence in the market, their participation in the events, conferences to know more about their past, present and future strategies. And how they are working on their weakness and strong hold. We use tools like Zoom info, Bloomberg, websites news, events, etc.*

- ***Experience:***

1. *Has extensive market research experience in a variety of industries including Healthcare, Retail, IT consulting & Services, Finance, Telecommunications, Software Development, Computer Network & Security and Banking.*

2. *Proven track record in completing projects and delivering results on time and on target.*

- ***Relationship Building:*** *Works side by side with Managers to determine how to best achieve their strategic goals through leveraging existing knowledge, assessing information gaps, incorporating relevant secondary research and conducting primary research.*

Work Experience:

Senior Associate - Marketing Operations: Pride Technologies: Sep 2025 - Present

- *Researched various industries to spot companies that could benefit from our recruitment and staffing solutions.*
- *Built prospect lists and identified decision-makers through platforms like LinkedIn Sales Navigator, Apollo, Cognism, and other BD tools.*
- *Developed strategic outreach plans to introduce the company's hiring services to potential clients.*
- *Reached out to organizations using a mix of channels such as LinkedIn, email, and direct calls to initiate business conversations.*
- *Held discussions with prospective clients to understand their hiring challenges and workforce needs.*
- *Created tailored proposals and service pitches to demonstrate how our staffing solutions fit client requirements.*
- *Maintained consistent follow-ups to nurture prospects and move them toward partnership agreements.*
- *Qualified business leads by evaluating their hiring scope, urgency, and long-term collaboration potential.*
- *Coordinated with internal recruitment teams to ensure smooth communication and accurate understanding of client needs.*
- *Regularly updated and maintained all client interactions, lead progress, and opportunity stages in HubSpot CRM.*
- *Monitored the movement of every potential client through the BD pipeline and ensured timely closure of opportunities.*
- *Tracked performance indicators such as outreach volume, client conversions, deal closures, and revenue impact.*
- *Prepared weekly and monthly business development reports for leadership review.*
- *Continuously refined outreach methods, communication styles, and BD strategies to improve response and conversion rates.*

Senior Lead Generation Specialist: MarketStar: Jan 2024 – Sep 2025

Responsibilities:

- *Conducting market research to identify potential prospects that align with the company's target audience.*
- *Cleaned and managed large data sets in CRM and from client sources to maintain data accuracy.*
- *Using tools such as LinkedIn Sales Navigator, Apollo, Cognism, CRM software, and other lead generation platforms to find contacts.*
- *Planning and implementing lead generation campaigns that align with marketing and sales*

goals.

- *Creating and optimizing outreach strategies using various channels (e.g., Zopto, LinkedIn InMail, webinars).*
- *Evaluating the quality of leads based on set criteria and passing high potential leads to the sales team.*
- *Using techniques such as emailing, and other direct communication methods to engage leads.*
- *Following up with potential clients to gather further information and understand their needs.*
- *Tracking key metrics such as the number of leads generated, conversion rates, and ROI of lead generation activities.*
- *Preparing and presenting reports to management showing the effectiveness of campaigns.*
- *Continuously testing and optimizing lead generation tactics (e.g., testing emails, changing email scripts).*
- *Input and managing lead information in the company's Customer Relationship Management (CRM) system called HubSpot.*
- *Ensuring that lead data is accurate and up to date for reporting and analysis.*
- *Tracking and monitoring the progress of leads through the sales funnel.*

Lead Generation Specialist: Torry Harris, May 2023 – Dec 2023

<u>Responsibilities</u>

- *As Torry Harris is a top digital transformation agency specialized in integrating enterprise assets to build meaningful digital ecosystems.*
- *We use to take those leads from LinkedIn and Mainly we focus on USA, UK, France, Singapore*

etc

- *And we Focus on Some Decision makers like Technology, CEO, CDO, Business Development People as well.*
- *And we use to validate those Emails in tools to judge whether its Good or Bad Emails. Once Validation is done those leads will be shared to Sales team.*
- *Collecting data on consumers, competitors and marketplace and consolidating information into actionable items, reports and presentations*
- *Developing and maintaining the prospect database*
- *Market research and testing in new and growing markets*
- *Assisting the sales team to progress the sales cycle*
- *Collecting data on consumers, competitors and marketplace and consolidating information into actionable items, reports and presentations*
- *Compiling and analyzing statistical data using modern and traditional methods like LinkedIn recruiter, Bloomberg, Manta, ZoomInfo and on company websites*
- *Developing and maintaining the prospect database*
- *Market research and testing in new and growing markets*
- *Lead generating campaigns via email*
- *Assisting the sales team to progress the sales cycle*
- *E-mail marketing campaigns*

Market Research Analyst: Silicon Media Technologies, Jan 2022 – May 2023

<u>Responsibilities</u>

Market Research - Database (Technology Research Executive)

- *Research on financial information of a company, such as revenue of a company and how much budget they invest in IT sector. Research on business initiatives like enhancing share capital or mergers and acquisitions with other company.*
- *Research on company news to gather knowledge on event or conference which they have attended.*
- *Gather knowledge on which technology they are working on and in future which technology they are going to adopt by using company news, twitter etc.*
- *Experience in industry like Logistics, banking, Security.*
- *Collecting data from third party data sources like Google, Wikipedia, LinkedIn, Zoom info etc.*
- *Finding person name for contact like: - CIO, IT director, VP of Information Technology, IT strategy and consulting, CEO, Owner of the company.*
- *Finding IT key decisions makers email id.*
- *Creating strategic goal and converting them to implement plans.*
- *Build and maintain lead lists for email campaign.*

Bussiness Development Executive: APS Automation, June 2017 – July 2020

Responsibilities

Bussiness Development Executive (Automation Pannels)

- *Identified and approached rice mills, feed mills, and other industrial units that required automation panel solutions.*
- *Visited customer locations to understand their existing systems, operational requirements, and automation needs.*
- *Presented product demonstrations and explained the technical advantages of our automation panels.*
- *Built strong relationships with owners, plant managers, and technical teams to create long-term business opportunities.*
- *Discussed project requirements with clients and gathered detailed specifications for customized automation solutions.*
- *Prepared and shared competitive price quotations based on client needs and project scope.*
- *Handled negotiation discussions to finalize pricing, delivery timelines, and installation terms.*
- *Coordinated with the internal engineering and production teams to ensure accurate execution of client orders.*
- *Followed up regularly with prospects and existing clients to track project status and maintain smooth communication.*
- *Conducted market visits to identify new business opportunities and stay updated on industry demand.*
- *Maintained all sales activities, client details, and quotation records in the company database.*
- *Achieved sales targets by converting leads into successful orders and expanding the company's client base.*

Declaration

I hereby declare that the particulars furnished above are true to the best of knowledge.