

## **Job Description**

We are looking for **Associate-Demand Generation(USA shift)** who will work hand in hand with the International Sales Team, as well as the upper management of the Marketing team to drive lead generation programs, processes, and systems. Working closely with other teams within the marketing, the role will be to execute the enterprise demand generation strategy along with building, implementing and measuring new systems, processes, and campaigns.

### **A day in the life at work**

- Own the complete lead generation & management process from lead capture to follow-up and tracking them through the entire sales cycle
- Coordinate with the prospects and sales team to set up business meetings/calls. Further, briefing the sales team about the prospect after conducting secondary research and collating relevant information.
- Engage in dialogue to understand client requirements and expectations
- Work collaboratively with Sales Team and obtain feedback on the quality of MQLs generated from marketing campaigns
- Track full-funnel lead metrics and provide recommendations: program and campaign investments based on conversion rates
- Measure, analyze, and report campaign performance and deliver weekly campaign performance briefs to leadership
- Drive data capture and management. Provide regular database health checks, cleansing, and augmentation.
- Partner closely with product marketing and campaign management teams to ensure proper messaging, timing, and execution of one-off and ongoing campaigns across email and web personalization
- Knowledge of Sales funnel and pipeline structure

### **Required Candidate profile**

- Proven B2B International Sales track record(USA geography)
- Quick learner with strong negotiating skills.
- Minimum of 2-year sales experience and a maximum of 5 years experience is required.
- Graduation must(Preferable B.Tech/B.E. in Computer Engineering and Information Technology)
- Must be available for night shifts(USA timings)
- Experience in Ecommerce and Customized software sales would be an additional advantage
- Location: Hybrid mode
- Max salary: Rs 27000 in hand per month.
- Candidate must be fluent in English speaking and writing

### **What you need:**

- Highly experienced in implementing enterprise lead generation programs and processes
- Strong technical aptitude, fantastic management skills with a great track record of working across sales, marketing and technology teams
- Proactive, decisive, independent thinker and should be good into industry research
- Solution-oriented approach with proven ability producing technically accurate, high-quality results
- Demonstrated ability to come up to speed quickly on a new campaign and balance multiple campaigns
- Experience creating task-based and process flow documentation
- Excellent interpersonal communication skills
- Strong analytical skills with marketing science
- Must be available for night shifts(USA timings)