

PRAVEEN KUMAR.V

The role you are applying for?

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SUMMARY

- Seeking a Challenge, growth oriented position in a progressive and innovation organization, where my professional skills and constant drive towards success enables me to help further development of the organization and myself

EXPERIENCE

Digital Marketing

Company Name

03/2024 - Present Chennai, India

Lead Generation and Contact Extraction

- Utilized Apollo and Lusha And Crunch base to efficiently extract and verify high-quality contacts and mobile numbers, enhancing lead generation efforts and increasing outreach effectiveness.
- Implemented Sales Navigator on Twitter to identify and engage with targeted profiles, resulting in a significant boost in qualified leads and conversion rates.
- Developed and executed lead generation strategies using advanced tools, contributing to a measurable increase in sales opportunities and pipeline growth.
- Managed and optimized lead databases, ensuring data accuracy and relevance through regular updates and clean-ups

Database and CRM Technologies

- Proficient in NetSuite, Salesforce, and Oracle databases, leveraging these platforms to manage and analyze customer data, streamline operations, and improve sales processes.
 - Integrated and maintained SaaS solutions, optimizing software tools to enhance overall business performance and user experience.
- Conducted detailed data analysis and reporting, utilizing CRM and ERP systems to generate actionable insights and support strategic decision-making.
 - Developed and customized CRM workflows, automating processes to increase efficiency and productivity in sales and customer service operations.
 - I worked on SDR for company research to target the right customers across a set of industries, focusing on it
 - Developed and executed email campaigns targeting job hiring companies to help them connect with clients, facilitating seamless communication and enhancing recruitment efforts
 - Basic knowledge of SEO, Social Media Marketing (SMM), and Google Ads, with an understanding of digital marketing strategies to drive online visibility and engagement

EDUCATION

BE Computer Science Engineering, CGPA: 7.69

Global Institute of Engineering & Technology

06/2019 - 08/2023 Vellore, India

HSC With Computer Science

Vidyaniketan High School

06/2017 - 06/2019 Vellore, India

SKILLS

Lead Generation	Retargeting	Outbound Marketing	
Email Marketing	Basic of SEO	Basic of SMM	Google Ads
B2B	Database Management	Lead Enrichment	Your Skill

PROJECTS

IBM

2022 Location

Car resale value prediction

i am working on the internship in IBM project

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

Face detection And Recognition

Date period Vellore

Created a face detection and recognition application with python and OpenCV

Aim of this project is to get the face data from the user performing operation with It, giving the perfect output from the user.

purpose of this project is to get percepts from the user and store it with the username.

Tech stack: python, OpenCV

Tools: pycharm

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

A System For The Promotion Of Traceability and Ownership of Health Data Using Blockchain

2023 Vellore

To Ensure The Patient Health Data is Protected From unauthorized access or tampering using blockchain technology

> To enable to securely upload and share medical documents with patients, providing a more efficient and convenient way to manage patient details.

> To provide a key-based download system that ensures patient health data can only be accessed by authorized parties, protecting patient privacy and confidentially.

> To improve the overall security and efficient of health data sharing, leading to better patient outcomes and improved healthcare delivery

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

CERTIFICATION

INBOUND MARKETING OPTIMIZATION

Refining inbound marketing strategies, implementing conversational marketing, and gathering customer driver growth

LANGUAGES

English
Advanced



Tamil
Proficient

