

Designation: IT Lead Generation Specialist / B2B IT Lead Generation Executive

Experience: 3-5 years

Industry: IT Services / Software Development / Digital Agency

Mandatory experience:

- Experience generating B2B leads for an IT services/software development company.
- Experience with outbound lead generation and cold email campaigns.
- Experience identifying target companies and decision-makers independently.
- Ability to find business email addresses and verify them.
- Experience with LinkedIn and other prospecting platforms.
- Experience promoting IT services such as web development, e-commerce, mobile apps, CRM, CMS, custom software, etc.
- Experience writing and sending personalized cold emails.
- Experience managing follow-ups and converting prospects into meetings/leads.
- Should be able to research a prospect before contacting them.
- Should be comfortable working with international clients, particularly US, UK, Canada, Australia, and European markets.