



**Job Description:**

**Data Generation Specialist** will be constantly on lookout for new prospects. He/She will be responsible for the initial stages of lead generation. He/She requires good planning skills to crawl the internet to find out new organizations and their respective and relevant contacts. He/She is also required to do the primary research using Phone to call the board line and to gather the relevant information for the targeted personas.

**Role and Responsibilities:**

- Identify potential new customers.
- Prospect for potential customers using various methods, using online or phone calls
- Qualify new Business Contacts
- Identifying areas for improvement & making recommendations.
- Maintaining high level of relevant domain knowledge in order to have meaningful conversation with Minimum 2 years' experience in data hunting & lead generation
- Qualification- Any graduate/Post graduate
- Familiarity with Marketing automation tools
- Excellent verbal & written communication
- Strong Analytical Skills
- Friendly, can do attitude
- Team Player
- Self Confidence
- Professional & able to connect/make a great impression