Chanelle Neumer

Lead Generation Specialist

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📞 (413) 194-3106
📍 1234 Oak Street, Oklahoma City, OK 73102

EDUCATION

Bachelor of Business Administration in Marketing and Sales at University of Oklahoma, Norman, OK

Sep 2017 - May 2021

Relevant Coursework: Marketing Strategy, Consumer Behavior, Sales Management, Digital Marketing, Market Research, Advertising and Promotion, Brand Management, Public Relations, and Business Analytics.

LINKS

linkedin.com/in/chanelleneumer

SKILLS

Salesforce proficiency

LinkedIn Sales Navigator

HubSpot expertise

Marketo mastery

Email automation

SEO optimization

Google Analytics

LANGUAGES

English

Arabic

HOBBIES

PROFILE

Results-oriented Lead Generation Specialist with 2 years of experience in driving business growth through innovative and effective lead generation strategies. Adept at identifying and nurturing sales prospects, leveraging social media and digital marketing channels, and optimizing conversion rates. Proven ability to build strong relationships with clients and collaborate with cross-functional teams to meet and exceed sales targets. Demonstrated ability to analyze market trends and implement data-driven tactics for sustainable growth.

EMPLOYMENT HISTORY

Lead Generation Specialist at Lead Sherpa, OK

Mar 2023 - Present

- Successfully increased lead generation by 35% within the first quarter, contributing to a 20% increase in overall sales revenue for Lead Sherpa.
- Developed and implemented a comprehensive email marketing campaign that resulted in a 40% open rate and a 15% conversion rate, significantly surpassing industry benchmarks.
- Streamlined the lead qualification process, reducing response time by 25% and improving lead quality by 30%, leading to higher customer satisfaction rates and increased sales team efficiency.

Junior Lead Generation Specialist at SalesRipe, OK

Aug 2021 - Feb 2023

- Successfully generated over 150 high-quality leads per month for SalesRipe, resulting in a 25% increase in sales conversions and exceeding the target by 10%.
- Implemented an innovative email marketing campaign that improved open rates by 35% and increased overall engagement with prospective clients, leading to a 20% increase in lead generation.
- Developed and optimized a comprehensive LinkedIn prospecting strategy which led to a 30% increase in connection acceptance rate, enabling the team to establish meaningful relationships with key decision-makers in the industry.

CERTIFICATES

HubSpot Inbound Marketing Certification

Jun 2021

Certified Professional in Lead Generation (CPLG)

Oct 2019

MEMBERSHIPS

1. The Direct Marketing Association (DMA)

2. The American Marketing Association (AMA)