

Lil Fenzl

Lead Generator

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📍 1234 Liberty Street,
Philadelphia, PA 19148

Education

**Associate of Applied Science
in Sales and Marketing at
Harrisburg Area Community
College, Harrisburg, PA**

Aug 2018 - May 2022
Relevant Coursework: Consumer
Behavior, Market Research,
Sales Management, Advertising
and Promotion, Digital
Marketing, Retail Management,
International Marketing, and
Business Communication.

Links

[linkedin.com/in/lilfenzl](https://www.linkedin.com/in/lilfenzl)

Skills

- Salesforce proficiency
- LinkedIn Sales Navigator
- Cold calling
- Email marketing
- Market research
- Social media outreach
- CRM management

Languages

- English
- Portuguese

Hobbies

Profile

Results-driven Lead Generator with 1 year of experience in identifying potential clients and fostering strong relationships. Skilled in conducting market research, developing targeted outreach strategies, and nurturing leads through various communication channels. Demonstrated ability to exceed sales targets and contribute to overall business growth. Seeking to leverage expertise in lead generation and client acquisition to drive continued success in a dynamic, growth-oriented organization.

Employment History

Lead Generation Specialist at LeadGibbon, PA

- Apr 2023 - Present
- Successfully generated over 500 qualified leads within the first quarter, resulting in a 20% increase in sales revenue for LeadGibbon.
 - Developed and implemented a targeted email marketing campaign that achieved an open rate of 35% and a response rate of 12%, significantly exceeding industry benchmarks.
 - Streamlined the lead generation process by creating a comprehensive database of over 10,000 potential prospects, leading to a 15% reduction in time spent on prospecting and a 25% increase in overall team efficiency.

Junior Lead Generator at ZoomInfo, PA

- Aug 2022 - Mar 2023
- Generated over 500 high-quality leads within the first quarter, resulting in a 30% increase in sales for ZoomInfo PA.
 - Successfully implemented new lead generation strategies that led to a 20% reduction in lead acquisition costs, saving the company \$15,000 in one year.
 - Consistently met and exceeded monthly lead generation targets by an average of 15%, contributing to the overall growth of the sales pipeline in the region.
 - Developed a comprehensive competitor analysis report that helped the team identify new market opportunities, resulting in the acquisition of three major clients worth over \$100,000 in annual revenue.

Certificates

Certified Professional in Lead Generation (CPLG)

Mar 2022

Certified Inside Sales Professional (CISP)

Sep 2020

Memberships

- The Direct Marketing Association (DMA)