



Lead Generation Executive

Responsibilities:

- Develop and execute email marketing campaigns to promote our products or services.
- Create engaging email content and subject lines to maximize open rates and engagement.
- Manage email lists and segment customers based on demographics, behavior, and interests to ensure targeted messaging.
- Utilize LinkedIn to identify and connect with potential leads in the target market.
- Build and maintain relationships with prospects on LinkedIn through personalized outreach and engagement.
- Monitor and analyze email campaign metrics, such as open rates, click-through rates, and conversion rates, to optimize campaign performance.
- Ensure consistent branding and messaging across all email campaigns and LinkedIn outreach efforts.
- Collaborate closely with the Sales team to develop targeted messaging and content.
- Stay informed about industry trends and best practices.

Qualifications:

- Bachelor's degree in Marketing, Hons or a related field.
- Proven experience in email marketing and/or LinkedIn lead generation.
- Strong understanding of email marketing best practices
- Proficiency in email marketing platforms
- Familiarity with LinkedIn and its features for lead generation and prospecting.
- Excellent communication skills, both written and verbal.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Creative thinking and ability to generate engaging content.
- Ability to work collaboratively in a fast-paced environment and manage multiple projects.

Benefits of working with us: -

- Working with us provides you with the opportunity to gain hands-on experience and training on various industry-leading tools for database management and prospecting. Tools such as ZOHO CRM, Lusha, Apollo.io, Notion, LinkedIn Sales Navigator, and more will be at your disposal, empowering you to enhance your skills and streamline your work.
- Benefits of both worlds - Enthusiasm & Learning Curve of a Start-Up, Deliveries & Performance of an Enterprise Service Provider.
- Sky's the limit when it comes to learning, growth & ideas.
- We do not follow the typical corporate hierarchy ladder.
- Medical insurance, gratuity, and provident fund.
- As part of our dedication to an inclusive and diverse workforce, Kratikal is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion.

About Us: -

Threatcop Inc. stands as a prominent name in the realm of cybersecurity, delivering robust solutions to over 200 Enterprise clients and 1000+ SMEs across diverse sectors such as E-commerce, Finance, BFSI, Healthcare, Manufacturing, and Telecom. Our foundation was laid with a mission to empower global enterprises with cutting-edge, technology-driven cybersecurity solutions to combat the ever-evolving landscape of cyber threats.

Presently, Threatcop proudly boasts the recognition of being a recipient of the prestigious Cybersecurity Excellence Award, underscoring our commitment to excellence in safeguarding digital landscapes. Our suite of innovative products, including TSAT, TDMARC, and TPIR, alongside comprehensive VAPT services, have earned accolades for their efficacy and impact. With strategic partnerships forged with renowned entities across the globe, Threatcop continues to lead the charge in fortifying digital ecosystems. For a deeper understanding of our endeavors, please explore our official website: www.threatcop.com