



TWIN RAMS
MEDIA GROUP INC

JOB DESCRIPTION

LEAD GENERATION SPECIALIST

We are searching for an ambitious, experienced Lead Generation Specialist to help our company attract new customers and grow our online traffic! You will be in charge of devising a lead generation strategy that will improve our outreach and contribute to the growth of our subscriber base.

RESPONSIBILITIES:

- Driving our lead generation campaigns
- Generating new leads to increase brand awareness
- Creating fresh lead generation tactics according to customers' needs
- Following up on leads and conducting research to identify potential customers
- Research companies to create strategic communication plans
- Proactively schedule calls with potential clients via phone and email
- Managing our leads to ensure consistent site traffic growth
- Monitor and analyze campaign effectiveness.
- Maintaining our lead databases and tracking lead sources
- Submitting marketing and sales pipeline reports

REQUIREMENTS:

- Portfolio of completed projects
- Proven experience in lead generation or lead management
- Familiarity with lead management software, such as RollWorks and Leadfeeder
- Knowledge of customer relationship management programs, including HubSpot and Salesforce

QUALIFICATIONS:

- Bachelor's degree in business, marketing, or a related field
- Minimum of 3 years of experience as a lead generation specialist with an emphasis on lead generation and/or sales automation
- Experience working within the marketing industry is preferred
- Must have strong communication skills
- Strong analytical abilities

