

ZARKA KHATUN

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WORK EXPERIENCE

SUMMARY:

Inside sales executive with 2 years of experience in B2B lead generation, email campaigns, and CRM tools. Proven track record in pipeline growth, demo scheduling, and outbound sales strategies.

TEZO DIGITAL SOLUTIONS

Hyderabad, IN

Inside Sales Executive

2024-2025

Boosted pipeline by 35% in Q1, booked 3+ monthly meetings, ran 45%+ open-rate email campaigns, improved engagement by 15% via A/B testing, and was Top Lead Generator for 2 months.

- Consistently made over 100+ calls per day to drive customer engagement and qualify potential leads.
- Increased qualified pipeline by 35% in Q1 through structured follow-ups with inbound leads.
- Scheduled 3+ qualified meetings monthly by calling and engaging mid- to senior-level decision-makers.
- Executed email campaigns with 45%+ open rates via Instantly, surpassing industry standards.
- Built and maintained ICP-based lead lists using LinkedIn Sales Navigator and ZoomInfo.
- Ensured CRM hygiene for accurate data tracking and timely follow-ups to improve conversion rates.
- Recognized as Top Lead Generator for 2 consecutive months based on KPI achievement.

KEYPOINT TECHNOLOGIES

Hyderabad, IN

Inside Sales Executive

2023-2024

Drove qualified sales meetings through cold outreach, built ICP-targeted lists via LinkedIn and ZoomInfo, ensured CRM hygiene for better engagement, and personalized outreach using marketing insights.

- Made over 70+ calls daily as part of a focused cold calling strategy to engage potential clients.
- Conducted cold outreach via calls, emails, and LinkedIn to generate qualified B2B sales meetings.
- Maintained clean and updated CRM data (e.g. Fresh sales) to track engagement and follow-ups.
- Personalized outreach using insights from marketing campaigns and customer behavior.
- Collaborated with cross-functional teams to align sales messaging with product value propositions.
- Achieved or exceeded weekly targets for qualified meetings and pipeline contribution.

EDUCATION

CALCUTTA UNIVERSITY

Kolkata, IN

Bachelor of Arts in English Literature with Honors

2016-2019

ADDITIONAL INFORMATION

- **Tools:** • Fresh sales • Instantly • Dialpad • ZoomInfo • LinkedIn Sales Navigator • HubSpot • MS Excel • Apollo
- **Languages:** • Fluent in English, Hindi, Bengali, Urdu
- **Core Competencies:** • Cold Calling & Email Outreach, • CRM & Pipeline Management (Fresh sales, ZoomInfo, Instantly), • Demo Scheduling & Lead Nurturing, • Customer Interaction & Persuasion, • Cross-Functional Collaboration