

# MADHUMITHA R

## Inside Sales & Digital Marketing Executive

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### ABOUT ME

Strategic and energetic professional with strong expertise in Inside Sales, Digital Marketing, and Client Engagement across BFSI, IT, and EdTech industries. Experienced in lead generation, content-driven marketing campaigns, SEO, and CRM management to accelerate business growth. Adept at developing data-driven marketing strategies, nurturing client relationships, and improving conversion through integrated digital outreach. Passionate about using digital accessibility and marketing analytics to create inclusive, scalable, and performance-oriented campaigns.

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### WORK EXPERIENCE

#### Amnet ContentSource Private Limited | Jan 2025 - Present

##### Inside Sales & Digital Marketing Executive

- Experienced inside sales and digital marketing efforts for Accessibility and EdTech verticals targeting BFSI, IT, and corporate sectors across the US, UK, and Europe.
- Conducted lead research, qualification, and cold outreach, adding over 500+ qualified leads per quarter into Zoho CRM and Apollo.io databases.
- Designed and executed multichannel digital campaigns (LinkedIn, email, website SEO), resulting in a increase marketing-qualified leads.
- Developed SEO strategies to enhance keyword ranking for “digital accessibility” and “corporate e-learning solutions”.
- Collaborated with the design and content teams to produce accessible marketing materials brochures, case studies, and landing pages optimized for web accessibility.
- Implemented email drip campaigns and follow-up automation in HubSpot and Zoho Campaigns, improving open rates by 25%.
- Partnered with project teams to support client onboarding and communication for large BFSI accounts.

#### Space India | Jun 2024 - Dec 2024

##### Freelance Client Relationship Management & Educator

- Managed educational and client projects focused on STEM and Astronomy, coordinating schedules, deliverables, and client feedback.
  - Delivered interactive sessions, managed progress tracking, and ensured successful completion of educational programs.
  - Built and maintained strong client relationships through consistent updates, feedback loops, and post-project reviews.
  - Supported digital content development, contributing to process improvement and quality outcomes.
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### TECHNICAL TOOLS & PLATFORMS

- **CRM Platforms:** HubSpot | Zoho | Apollo | Lusha | SignalHire
- **Marketing Tools:** Apollo campaigns | VoIP SIP Tools
- **Productivity Tools:** Microsoft Office Suite | Advanced Excel | Google Workspace | Canva | Buffer
- **Content & Web:** WordPress, SurferSEO, ChatGPT, SEO Tools
- **Project Tools:** Jira | Trello | MS Project | Asana | Agile methodology
- **Advertising Platforms:** Google Ads, LinkedIn Campaign Manager

## CORE SKILLS

- Lead Generation & Prospecting (US, UK, EU Markets)
  - Cold Calling & Email Campaigns
  - Market Research & Target Segmentation
  - B2B Campaign Management
  - Pipeline Building & Revenue Growth
  - SEO, SEM, and Google Ads Optimization
  - Social Media Marketing
  - Content Creation & Brand Storytelling
  - Email Marketing
  - Branding & Campaign Strategy
  - Client Communication & Relationship Management
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## EDUCATION

M.Sc Physics | 2022- 2024 | 80 %

B.Sc Physics | 2019 - 2022 | 81 %

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## KEY ACHIEVEMENTS

- Increased inbound and outbound qualified leads by 40% within 6 months through targeted campaigns.
  - Developed a content strategy that boosted LinkedIn engagement and impressions by 60%.
  - Contributed to accessibility awareness campaigns that attracted major BFSI clients from the US and UK.
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## PROJECTS

### Amnet ContentSource - Digital Marketing & Inside Sales Support

- **BFSI Accessibility Outreach Campaign:** Designed and executed targeted email and LinkedIn campaigns for BFSI clients promoting accessibility compliance, generating 25+ discovery calls.
- **Lead Nurturing Automation (Zoho CRM):** Automated email sequences for follow-up and engagement, reducing manual effort by 30% and improving response rates.
- Supported business development team with project updates and client presentations.

### Space India – Monthly Magazine Project

- Content & Design Contributor - Designed educational magazine content using Canva.
  - Coordinated with editorial and marketing teams to ensure timely publication and quality design output.
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## CERTIFICATION

- Digital Marketing Fundamentals
- Complete Project Management Fundamentals
- Email Marketing Certification
- LinkedIn B2B Marketing Fundamentals
- Advanced Excel Training
- Tableau & Power BI
- MS Office & SQL
- C Programming