




## OKORE CHIDINMA PAULINE

### B2B Lead Generation Specialist | LinkedIn & Email Outreach Expert

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#### PROFESSIONAL SUMMARY

**Results driven B2B Lead Generation Specialist**, with proven expertise in developing and executing high ROI **LinkedIn and email outreach** strategies. Successfully generate qualified leads, nurture prospects, and drive significant **revenue growth** by leveraging **data driven approaches**, automation tools, and personalized messaging.

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#### CORE SKILLS

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|---------------------------------------|-------------------------------|
| • <b>Lead Generation</b>              | • <b>Prospect List</b>        |
| • <b>Social Media Lead Generation</b> | • <b>Data Entry</b>           |
| • <b>Lead Generation Strategy</b>     | • <b>Contact List</b>         |
| • <b>Lead Generation Analysis</b>     | • <b>Data Scraping</b>        |
| • <b>B2B Lead Generation</b>          | • <b>Company Research</b>     |
| • <b>LinkedIn Lead Generation</b>     | • <b>Email Marketing</b>      |
| • <b>Sales Lead Lists</b>             | • <b>Online Research</b>      |
| • <b>Real Estate Lead Generation</b>  | • <b>Business Development</b> |

#### TOOLS

HubSpot | Salesforce | Apollo.io | Clay | Instantly | Lemlist | SmartLead | Snov.io | PhantomBuster | Scrape.io | Crunchbase | Hunter.io | Google Map | Google Analytics | ZeroBounce | NeverBounce

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#### KEY ACHIEVEMENTS

- Generated 1000+ qualified leads per month.
  - Achieved 50% average email open rate and 30% reply rate across cold outreach campaigns
  - Increased pipeline value by 20% through targeted lead generation strategies
  - Generated and converted B2B leads into signed deals with a 35% appointment to close rate
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#### PROJECT PORTFOLIO

##### Project 1: B2B SaaS Leads & Email List Building – Onboardly Software

**Duration: 7 days**

- Researched, built, and verified a list of SaaS decision-makers for Onboardly (a product that reduces onboarding time by 40%).
- Developed detailed Ideal Customer Profiles (ICPs) and buyer personas.
- Used Apollo.io to identify and segment 1,000+ qualified prospects.
- Created personalized, multi-touch email sequences with industry specific value propositions.
- Generated 300 qualified leads and secured 50 product demos with enterprise prospects.
- Achieved an 8% lead to opportunity conversion rate.

## **Project 2: Clay B2B Lead Generation for Enlab Tech (SaaS, Startup & E-commerce)**

**Duration: 1 week**

- Tasked with collecting high-intent, qualified business leads aligned with Enlab Tech's services (web design, development, SEO, and UX optimization).
- Focused on strategic qualification, ensuring every company showed real signs of needing website, marketing, or UX improvements.
- Built a LinkedIn powered workflow in Clay with filters
- Used Clay's enrichment tools (integrated with Apollo & Clearbit)
- Verified all emails for deliverability and accuracy to reduce bounce rates.
- Manually reviewed each company's website for fit checking design quality, mobile speed, and SEO visibility.
- Delivered a clean, structured spreadsheet ready for CRM import or outreach.

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## **PROFESSIONAL EXPERIENCE**

**SOCIAL MEDIA MANAGER & VIRTUAL ASSISTANT** – DeGr8 Jewelry and Events – United Kingdom – May 2025 – September 2025

- Edited and published high quality jewelry and event images/videos across DeGr8's social media platforms.
- Managed social media content calendars and maintained daily engagement to boost visibility and customer interaction.
- Created and integrated a Taplink and Stripe account to streamline jewelry sales, enhancing customer checkout experience and increasing conversion rates
- Researched and sourced potential clients seeking event planning and decoration services via platforms such as *Add to Event* and *Bark.com*.
- Sent tailored quotations, follow ups, and daily reminders to clients, ensuring clear communication, timely updates, and exceptional service delivery.

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## **EDUCATION: BSc. Library and Information Science**

Michael Okpara University of Agriculture, Nigeria.