

Marcus Bell

LEAD GENERATION SPECIALIST

Atlanta, GA (404) 555-0182 marcus.bell@email.com [linkedin.com/in/marcusbell](https://www.linkedin.com/in/marcusbell)

SUMMARY

Lead generation specialist with 2 years of B2B prospecting for a payroll and HR software company that sells to firms with 20 to 200 employees. Builds target lists in LinkedIn Sales Navigator, runs email sequences in HubSpot and passes 45 sales-qualified leads a month to account executives, with every record kept clean in Salesforce.

SKILLS

Other Skills: Lead Generation, LinkedIn Sales Navigator, HubSpot, Salesforce, Email Sequences, Cold Calling, Lead Qualification, Microsoft Excel, Verbal and Written Communication Skills, Attention to Detail

EXPERIENCE

Lead Generation Specialist 03/2024 - Present

Peachtree Payroll Systems Atlanta, GA

Payroll and HR software provider with 1,800 small and midsize business clients.

- Build target account lists of 600 contacts a month from LinkedIn Sales Navigator, company websites and state filings.
- Write and run 4-step email sequences in HubSpot by industry, holding a 41% open rate and a 6% reply rate.
- Complete lead qualification on headcount, current provider and timeline, passing **45** SQLs a month to 6 reps.
- Update Salesforce lead status after every touch, keeping duplicate records under 2% in quarterly data reviews.

Inside Sales Intern 05/2023 - 02/2024

Gateway Commercial Insurance Atlanta, GA

Independent commercial insurance agency serving restaurants and contractors.

- Reached 50 small business owners a day through cold calling to confirm policy renewal dates and decision-makers.
- Compiled a lead generation list of 1,200 restaurants from county license records in Microsoft Excel for the agents.
- Booked 18 quote meetings for commercial agents in 9 months from renewal, referral and walk-in follow-up calls.

EDUCATION

Bachelor of Business Administration 12/2023

Georgia State University Atlanta, GA

Marketing

CERTIFICATES

HubSpot Inbound Sales Certification 08/2024

HubSpot Academy