

JOB DESCRIPTION

Designation- Intern- Marketing

Qualification- MBA in Marketing

Experience- Fresher

Location- Pune

Roles and Responsibilities:

- Email/Call prospects to qualify the lead; identify decision-makers to begin the sales process. Helping drive business requirement discussions with clients to identify how Softdel's services can help them achieve business objectives.
- Generating top of the funnel leads, and setting up calls for Sales team.
- Develop a deep understanding of Softdel's offerings and use this knowledge to build core product narrative and amplify by creating messaging, value propositions, user benefits, and other assets to support marketing and sales campaigns.

Background /Skill set

- Education: MBA/PGDM Marketing, graduation in Engineering or equivalent.
- Good to have knowledge on - Marketing Automation tool - Pardot and Salesforce CRM.
- 0 - 2 yr. experience as a marketing/sales executive.
- Excellent communication Skills, cold calling experience, email writing skills, good presentation skills.
- Highly motivated, technology lover would be an advantage.
- Rest we will mentor and train.