

Audience Acquisition/ Tele Marketing Executive

We are looking for a motivated and enthusiastic Audience Acquisition Telemarketer to join our team. As an Audience Acquisition Telemarketer, you will be responsible for generating leads and acquiring attendees for our upcoming events through outbound calls.

Responsibilities:

- Make outbound calls to prospective attendees to promote our upcoming events and generate interest.
- Follow up with leads from calls, emails, and other marketing campaigns.
- Qualifying leads to ensuring they meet our event attendee criteria.
- Provide potential attendees with information about our events, including dates, location & other details.
- Make attendees register for events and ensure all necessary information is collected.
- Meet or exceed weekly and monthly lead generation and attendance goals.
- Collaborate with our sales and marketing teams to develop and execute targeted campaigns to drive attendance.

Requirements:

- Proven 2 - 3 years of telemarketing experience, preferably in Outbound process.
- Excellent verbal communication and interpersonal skills.
- Ability to meet and exceed lead generation and targets.