**JD - Intern – Market Research for Lead Generation– APAC Region**

**Key Responsibilities:**

**Market Research:** Conduct thorough research to identify prospect databases within the identified industries – Travel, Real Estate, Hotels, Logistics, Manufacturing, Healthcare, Telecom, Government etc. Utilize various online resources, databases, and industry reports to gather relevant information about target companies (5000 companies) within Singapore, Malaysia, and Australia Region.

**Prospecting:** Generate a list of potential data points, including key decision-makers, influencers, contact details, company details etc. Use a combination of Google, LinkedIn, and social media to identify decision makers.

**Data Management:** Keep accurate records of all databases generated in excel. Regularly update database, contact details, and any relevant notes to ensure a smooth handover to the sales team.

**Email:** Send a one-on-one email to the data set acquired from a designated email ID & send follow up emails on the same. Email content shall be shared by PayMate

**Collaboration:** Collaborate with the sales and marketing teams to align database creation efforts with broader company strategies. Share insights from database generation to refine targeting and messaging strategies.