EMMANUELA ELOCHUKWU NNADIEKWE

Lead Generation & Prospect Research

SNAPSHOT

Practical sourcing sample
across multiple industries

Redacted, evidence-based run
Apollo.io + LinkedIn sourcing

CORE SKILLS

- Prospect Research
- B2B Lead List Building
- Contact Research
- Firmographic Research
- Seniority/Role Identification
- Email Verification
- CRM-Ready Data Organization

TOOLS

- Apollo.io
- LinkedIn
- Google Search
- Microsoft Excel / Spreadsheets

Lead Generation | Prospect Research

Apollo.io Prospect Research & Data Verification

Good lead generation starts with accurate prospect research. I help businesses build organized prospect lists by researching companies and contacts, reviewing relevant firmographic information, and verifying available contact data before outreach.

This portfolio demonstrates my practical sourcing workflow using Apollo.io and LinkedIn, with spreadsheet-based list management and data verification.

WHAT THIS SAMPLE DEMONSTRATES

- Prospect research and lead sourcing
- B2B lead list building
- Contact research
- Company and firmographic research
- Industry and company-size research
- Seniority/role identification
- Email verification and deliverability checks
- Lead data organization
- CRM-ready prospect lists
- Research for personalized outreach

MY PROCESS

Define Criteria → **Research Prospects** → **Review Company Data** → **Verify Contacts** → **Organize Leads** → **Prepare for Outreach**

ABOUT THIS SAMPLE

The sample shows a redacted sourcing run across multiple industries. Personal contact information has been withheld, while relevant firmographic and verification fields are shown.

TOOLS USED

Apollo.io | LinkedIn | Google Search | Microsoft Excel / Spreadsheets

WHY IT MATTERS

A well-researched prospect list gives sales teams cleaner data to work with, reduces time spent searching for contacts, and creates a stronger foundation for personalized outreach and follow-up.

Available for lead generation, prospect research, list building, CRM data management, and outreach support.

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SNAPSHOT

Redacted sample
3 leads, 3 industries
Apollo.io export

SHOWN

- Industry
- Company size (range)
- Seniority level
- Department
- Country
- Email status

WITHHELD

- Names
- Email addresses
- Phone numbers
- Company names
- LinkedIn profile links

Redacted Sample Output

Apollo.io Lead Research

This page shows what a finished prospect record looks like. The table is taken from an Apollo.io export of three contacts in different industries. Everything that identifies a person or a company has been removed, so only the research fields remain.

Lead	Industry	Company size	Seniority	Department	Country	Email status
1	Education Management	1,001–5,000	Senior	Not listed	Nigeria	Verified
2	Publishing	1,001–5,000	Entry	Marketing	United States	Verified
3	Information Technology & Services	51–200	Manager	Sales	United States	Verified

HOW TO READ THE TABLE

- **Industry and company size** show whether a company fits the target market. Size is given as a range.
- **Seniority and department** show whether the contact is the right kind of person to approach.
- **Email status** comes from Apollo.io's own check. All three addresses were marked Verified, in August 2025.

WHAT A FULL LEAD RECORD ALSO HOLDS

- Job title, company name and website, and a verified business email.
- Phone number where available, and the contact's and company's LinkedIn pages.
- A status for each lead (new, contacted, replied), ready to import into a CRM.

MY PROCESS

- Define Criteria → Research Prospects → Review Company Data → Verify Contacts → Organize Leads → Prepare for Outreach

Sample only. Contact and company details are withheld to protect the people and businesses involved.