

Job Title: Research & Lead Generation Specialist

Location: Hong Kong / Remote

Department: Growth Development

Role Purpose

You are the "scout" for the sales pipeline. This role combines deep-dive market research with active lead identification. You won't just analyze the e-commerce landscape; you will identify the specific brands, founders, and decision-makers Floship should partner with, ensuring our sales team always has a pipeline of high-intent prospects.

Key Responsibilities

- **Lead Discovery & Prospecting:** Proactively identify high-growth D2C brands and crowdfunding projects that require global fulfillment solutions.
- **Data Enrichment:** Use tools like LinkedIn Sales Navigator, ZoomInfo, or BuiltWith to find key decision-makers and their verified contact information.
- **Market Intelligence:** Monitor "viral" product trends and shifts in the e-commerce sector to predict which verticals (e.g., tech-gadgets, sustainable fashion) will need logistics support next.
- **CRM Management:** Maintain a clean and organized lead database in **HubSpot/Salesforce**, ensuring all prospecting data is accurate and segmented by region or industry.
- **Competitor "Switch" Analysis:** Research brands currently using competitors and identify "pain points" (e.g., high shipping rates or slow delivery) to help our sales team craft the perfect pitch.
- **Outreach Collaboration:** Work closely with the Marketing and Sales teams to develop tailored messaging based on the specific research findings of a lead's business model.

Required Skills & Qualifications

- **Lead Gen Toolset:** Hands-on experience with prospecting tools (e.g., Apollo.io, Hunter.io, Lusha, or SimilarWeb).
- **E-commerce Ecosystem Knowledge:** Understanding of platforms like Shopify, Magento, and Amazon, and how to identify "scaling" signals.
- **Analytical Rigor:** Ability to qualify a lead based on specific criteria (shipping volume, SKU count, and target markets).
- **Communication:** Strong written English for crafting introductory "hooks" that grab the attention of busy founders.

- **Experience:** 2+ years in a Lead Generation, SDR, or Market Research role, ideally within the SaaS, Logistics, or Fintech space.

Performance Metrics (KPIs)

1. **Lead Volume:** Number of qualified leads added to the CRM weekly.
2. **Data Accuracy:** Percentage of verified contact details vs. bounce rates.
3. **Conversion Rate:** The percentage of researched leads that successfully move to a discovery call with a Sales Representative.