

GTM generalist with almost two years running GTM for client accounts, working as both thinking partner and execution owner: funnel design, market and segment analysis, internal tooling, and the reporting behind decisions. Has taken initiatives from a one-line brief to a running system, reached 75,000+ leads at 98% deliverability, and generated \$3,000+ in revenue. Uses AI tooling daily and turns what works into documented playbooks.

EXPERIENCE

Atom and Echo GTM Engineer March 2025 – Present

- Owned GTM operations end to end: funnel design and optimization, automation, sequencing, and the handoffs between marketing and sales, reaching 75,000+ leads in six months.
- Built internal tooling and AI agents on n8n, Make, Clay, and LLMs that removed manual steps from the pipeline within two months of joining, then documented them for the team.
- Ran market and segment research into high-growth verticals, prioritizing targets and surfacing untapped segments that became the basis for new GTM motions.
- Ran structured problem-solving on stalled funnels: framed the hypothesis, tested messaging and targeting, measured the impact, and turned what worked into a repeatable playbook.
- Designed a custom CRM in HubSpot and ClickUp with defined lifecycle stages, handoff rules, and written SOPs, giving leadership a clear view of pipeline at any point.
- Worked with founders and client sales teams as the operations point of contact, aligning priorities and closing loops across functions.

SELECTED PROJECTS

AI Reply Agent Make · LLMs · Supabase · APIs

Internal tooling that engages every positive lead reply automatically, cutting response time from two hours to under a minute and removing a daily manual task.

Decision Dashboards Real-time reporting

Funnel analytics on reply rate, active accounts, and conversion across every client, built so leadership can see where each motion is working and where to reallocate effort.

CORE COMPETENCIES

STRATEGY	GTM planning and prioritization, funnel design, market and segment research, target prioritization, competitive research, experiment design, playbook documentation, budget ownership
PLATFORMS	Sales Navigator, Smartlead, Instantly, HeyReach, LinkedIn Ads, GA4, Google Tag Manager, MS Office and Google Workspace
STACK	HubSpot, ClickUp, Clay, n8n, Make, Zapier, Supabase, Webflow, Claude Code, LLMs, SQL (basics), Salesforce (basics)

EDUCATION

BBA, AI and Data Science 2025

Woxsen University, Hyderabad

Coursework in business strategy, applied analytics, and Python automation.

CERTIFICATIONS

- Marketing Hub Software - HubSpot
- Business Intelligence Specialisation - Google
- Project Management - Google
- Business Analysis & Strategy - Starweaver