SWAYAM BHOWMICK

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SUMMARY

AI-driven GTM Engineer and No-code Automation Specialist with proven expertise in designing intelligent automation systems that drive measurable business outcomes. Specialized in architecting complex workflows using advanced automation platforms, including Clay, Trigify, Make.com, Zapier, and n8n to streamline operations, accelerate revenue generation, and enhance scalability. Demonstrated success in reducing operational overhead while maximizing efficiency across diverse business functions from lead generation to content distribution.

ACCOMPLISHMENTS

- **Automation & GTM Systems:**

    - Designed comprehensive automated GTM systems that integrate lead generation, qualification, and nurturing processes
    - Built AI-powered content generation workflows that scale across multiple platforms with platform-specific optimization
    - Created intelligent CRM automation systems that eliminate manual data entry and streamline project management
    - Developed automated onboarding systems that reduce manual inputs by 80% while improving user experience

- **Revenue & Performance Impact:**

    - Implemented email automation strategies that drove measurable revenue growth through hyper-personalized campaigns
    - Grew social media following to 10,000+ users in 6 months through automated content scheduling and engagement workflows
    - Optimized video content production through automated workflows that enhanced engagement metrics across campaigns
    - Created automated lead qualification systems that improved conversion rates while reducing operational overhead

- **Technical Innovation:**

    - Architected complex multi-platform integrations using advanced webhook and API management
    - Developed custom AI agents for automated business process execution
    - Built scalable automation frameworks that adapt to growing business requirements

EDUCATION

Bachelor's degree, Mass Communication and Journalism
St. Xavier's College, Mumbai (2021-2024)

EXPERIENCE

B2B Lead Gen and Automation Specialist, Surge Ads (June 2025 - September 2025)

- Architected and deployed **automated GTM systems** that streamline lead generation and qualification processes
- Designed **trigger-based outreach automations** with advanced personalization using AI-driven insights
- Built **intelligent workflows** that integrate multiple platforms for seamless prospect management
- Optimized **automated systems** to reduce manual overhead while increasing conversion rates

Email Marketing Associate, Fresh Prints (April 2024 - February 2025)

- Spearheaded **email marketing execution** that contributed directly to revenue growth, owning campaign launches from concept to execution.
- Pioneered **segmentation strategies** that increased email engagement metrics by delivering hyper-personalized content to different audience segments.
- **Collaborated with cross-functional teams** to ensure email campaigns aligned with broader marketing goals and brand messaging.
- **Analyzed campaign performance** data to identify optimization opportunities and implement continuous improvements.

Influencer Marketing Intern, Cloutflow (May 2023 - June 2023)

- **Discovered influencers** of different sizes according to brand and project requirements
- **Negotiated** complex commercials with influencers.

Social Media Marketing Manager, JumpIn App (September 2021 - February 2022)

- **Created engaging inbound content** according to structured content calendar to maintain consistent brand presence.
- **Grew Instagram following** to over 10,000 users in just 6 months through strategic content creation and community engagement.
- **Deployed** targeted Instagram and Facebook ad campaigns that significantly expanded the app's user base.
- **Developed and executed** comprehensive social media strategies aligned with business growth objectives.
- **Created engaging inbound content** according to structured content calendar to maintain consistent brand presence.

Certifications:

- **Automated Outbound Specialist** - Clay
- **GTM Engineering** - Stack Optimize
- **AI Fluency** - Anthropic
- **Email Marketing Certification** - HubSpot
- **Social Media Marketing Specialization** - Northwestern University
- **Social Media Marketing Professional Certificate** - Meta

TECHNICAL PROFICIENCIES

- **Core Automation Platforms:** Make.com, Zapier, n8n, Trigify
- **AI & Machine Learning:** AI Agents, Prompt Engineering, Generative AI, GPT Integration
- **CRM & Sales Tools:** Clay, HubSpot, Instantly, Smartlead, Attentive, Iterable, Custom CRM Integration
- **Content & Design:** Adobe Creative Suite, Figma, Automated Content Generation
- **Development:** HTML & CSS, API Integration, Webhook Management
- **Productivity & Collaboration:** Notion, Google Workspace, Microsoft Office Suite, Asana