

# SANDRA UCHE, OGBULEKE

Go-To-Market Engineer

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## ABOUT

Outreach strategist skilled in crafting personalized email copy and building automated campaigns using Clay. Proficient at managing and optimizing outbound campaigns for maximum results. Three years of experience in B2B sales, focusing on prospecting, lead generation, ICP mapping and multichannel campaigns.

## SKILLS

- Outreach Strategy
- Lead List Building
- ICP Mapping
- Email Copywriting
- Campaign Management
- Prospecting
- Multichannel Outreach
- LinkedIn selling
- Cold calling
- CRM Management
- Active Listening
- Teamwork
- Proactive & Straightforward
- MEDDIC, BENT, Solution Selling
- Communication
- Life long Learner

## TOOLS

- Apollo
- Clay
- Smartlead
- Instantly
- Make
- Apify
- Easy Scraper
- HeyReach
- Loom
- N8N
- Airtable
- Sales Navigator
- Hubspot
- Octave

## EXPERIENCE

GTME (Full-Time)

April 2025 – Aug 2025

*StellarGrowth.ai*

- Built and executed success plans for key SaaS clients across healthcare, insurance, and logistics verticals, driving adoption and long-term value through industry-specific GTM support.
- Developed verticalized outbound messaging frameworks using ICP insights, buyer intent signals, and product differentiation—resulting in measurable lift in reply and demo rates.
- Collaborated with Sales and Product Marketing to craft hyper-personalized sequences and playbooks, tailoring activation paths to customer segments and funnel stages.
- Led onboarding and enablement efforts for new customers, ensuring smooth product adoption through documentation, training sessions, and workflow integrations.
- Synthesized qualitative and quantitative customer feedback to influence roadmap prioritization, reduce churn risk, and expand customer footprint
- Created templates, battlecards, and messaging libraries that scaled outbound strategy and aligned sales with evolving customer needs and market dynamics
- Proactively monitored account health, surfaced expansion opportunities, and maintained high NPS and retention among key accounts.
- Designed and launched scalable outbound systems using Clay, Apollo, Smartlead, and N8N, enabling personalized multichannel sequences with automated enrichment.

BDR (Full-Time)

Feb 2024 – July 2025

*Distrobird*

As a Founding BDR at Distrobird, I focus on B2B prospecting to key markets across the US, UK, and Canada. My role centers on generating leads and growing the sales pipeline through strategic, multichannel outreach and relationship-building.

- Conduct cold outreach through emails, calls, LinkedIn, and SMS to engage prospects and qualify leads.
- Utilize sales enablement tools such as Distrobird (multichannel outreach), Apollo, LinkedIn Sales Navigator, Smartlead, and HubSpot (CRM management).
- Successfully grew 90% of the sales pipeline through volume outreach and prospecting.
- Crafted value-based email copies and lead magnets in higher engagement and prospect conversion.
- Built strong, ongoing relationships with prospects via LinkedIn, focusing on delivering value.
- Achieved KPIs such as email open rates, response rates, and meetings booked, contributing directly to revenue growth.

EDUCATION

Abia State University Uturu

Dec 2015 - Oct 2019  
Bachelor of Science—Biochemistry

Government Girls Science Secondary School Kuje Abuja

Jan 2012 - Jan 2014  
(WASSCE)

CERTIFICATIONS

- [Clay CRM Enrichment Nov, 2025](#)
- [Clay Outbound Certified Nov, 2025](#)
- [Clay Bootcamp Graduate 2025](#)
- [Make Foundation 2025](#)

INTERESTS

GTM Strategy, Workflow Automation, Scaling Outbound, gender equality, and Clay Education.

SDR (Full-Time)

Sept 2023 - Feb 2024

Tracksend

As the sole SDR, I conducted in-depth research to identify and qualify potential customers within the FinTech, FMCG, and banking sectors in Nigeria.

- Leveraged warm calls, cold emails, and LinkedIn to engage decision-makers and build relationships with prospective clients.
- Used Apollo, HubSpot, and Freshworks to manage lead generation, automate outreach campaigns, and track sales performance metrics.
- Assess leads' needs, challenges, and fit through customized discovery processes to ensure alignment with product offerings.
- Maintained accurate and organized customer data in HubSpot, ensuring a seamless pipeline and effective follow-up strategies.
- Built and sustained a healthy sales pipeline by consistently exceeding outreach quotas and meeting scheduling demos.
- Developed tailored messaging to address FinTech startups, FMCG companies, and banks' unique needs, showcasing solutions to meet their specific goals.
- Established trust with key stakeholders through professional communication and strategic follow-ups across multiple touchpoints.
- Worked with co-founder to provide insights into customer behavior, competitive trends, and potential market opportunities.

Business Network Developer

Oct 2021 - Sept 2022

Nigerian Business Mastery Group

- Identified & reached out to potential leads and prospects to introduce them to the products, resulting in a 30% increase in lead generation.
- Develop a deep understanding of the products and services offered by the company and effectively communicate their features and benefits, leading to a 25% increase in product adoption.
- Delivered excellent customer service to customers in person and virtually.
- Organized & participated in events, such as meetings and webinars, to promote the business.
- Executed product presentations and sales pitches to hundreds of potential customers and recruits, resulting to an increase in conversion rate.