

OM ACHARYA

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[GTM Engineer / Growth Automation / B2B Demand Generation](#)

Professional Summary

Results-oriented GTM Engineer with a unique combination of software engineering and growth automation expertise. Experienced in building AI-powered lead generation systems, CRM automation frameworks, and full-funnel GTM strategies for SaaS and service-based companies. Adept at leveraging data, tools, and automation to accelerate customer acquisition and revenue growth.

Core Competencies

GTM Strategy • Growth Automation • ICP Research • CRM Architecture • Martech Optimization • Lead Nurturing • AI Workflow Design • Funnel Analytics • Campaign Optimization • Cross-Functional Collaboration • Cold Calling • Cold Email Outreach • Email infrastructure development

Professional Experience

Bright Impressions LLC – Ahmedabad | Aug 2025 – Present

Lead Generation / GTM Consultant | Head of Sales – US (Remote, US Hours)

- Leading the implementation of GTM automation infrastructure as the founding sales engineer, overseeing US market expansion.
- Partnered with US sales executives to manage discovery calls, identify client requirements, and deliver tailored proposals and presentations.
- Entered and maintained all client interaction data in CRM systems, ensuring timely project execution and adherence to client deadlines.
- Conducted outbound prospecting through cold email campaigns, cold calling, and LinkedIn outreach, generating consistent top-of-funnel opportunities.
- Executed ICP research and targeting for key verticals including MedSpa, Financial Services, Real Estate, and Healthcare.
- Designed and automated lead enrichment workflows using Clay, MAKE, and HubSpot, reducing manual sales effort by 70% and improving SQL quality by 35%.

- Created sales enablement assets (scripts, decks) and implemented AI-assisted processes to streamline GTM operations.

Quesact Solution LLP – Ahmedabad | Aug 2024 – Aug 2025

Lead Generation / GTM Consultant

- Launched multichannel GTM campaigns integrating HubSpot & Zoho CRM, increasing qualified lead conversion by 30%.
- Streamlined outreach automation with Apollo and SmartLead to scale outbound reach by 3x.
- Collaborated with cross-functional teams to align marketing content with ICP-specific audience segments.
- Enhanced CRM workflows reducing response time by 50% and boosting SQL conversions.

Earlier Roles – A-ONE Print & Pack | Shri Om Infotech | eClinicalWorks (2021–2024)

- Served in marketing and engineering hybrid roles focused on web automation, backend performance optimization, and cloud operations. These experiences built the foundation for technical marketing automation and GTM execution.

Key Achievements

- Implemented AI workflows to cut manual lead operations by 70%.
- Increased lead-to-MQL conversion by 30% through data-driven segmentation and automation.
- Enhanced CRM pipeline visibility and reporting accuracy by 45% via workflow integrations.

Technical & Martech Stack

Automation & CRM: HubSpot | Zoho | Salesforce | MAKE | n8n | Clay | Apollo | SmartLead | Instantly

Programming: Python | Java | PHP | Shell

Cloud & Infra: Azure | Docker | Git | CI/CD

Analytics & Visualization: Power BI | Google Sheets | Taplio

Education & Certifications

Bachelor in Computer Engineering – Gujarat Technological University (2024)

Marketing Management – IIMBx (2025)

McKinsey Forward Program (2025)

Clay 101 Cohort (July 2025) | Clay AI Cohort (Aug 2025)

SAAD SELLS Cold Calling Masterclass (2024)

Languages

English | Hindi | Gujarati