

# TAKUTO OSAWA

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## EDUCATION

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### Georgia Institute of Technology

Bachelor of Science in Architecture

2013-2017

## EXPERIENCE

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### UNIMA.io

Co-founder

Atlanta, GA, US

2021 - Present

- Managed at most 6 accounts at once, for cold outbound campaigns, each sending 96k emails a month.
- Led GTM strategies and built all of the technical infrastructure for deliverability and lead scoring.
- Created custom Google Sheet dashboards for clients who wanted to see all of their outreach measures in one place.
- Helped set up content strategy + paid ads strategy to couple with cold emails

### Freelance (SEO & Website Design)

Web Designer

Atlanta, GA, US

2018 - 2021

- Worked with over 15 chiropractic practices and legal firms for their SEO.
- Increased average client acquisition and inquiries from organic search by 60%.
- Helped establish a prelim SEO strategy for a legal startup (now the World's Biggest Litigation Database)
- Managed all SEO campaigns inside a Notion dashboard with over \$50k/mo in revenue.

## CASE STUDIES

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### Dental Marketing Client

Role: Full End-to-End Outbound Marketing

- Transitioned the client from relying solely on referrals and event attendance (for the past 14years) to utilizing cold outbound + paid media for client acquisition.
- Built their entire CRM inside of GHL to consolidate all leads from SmartLead, Facebook ads, and existing organic conversations from events.
- Designed and built their landing pages and website to reflect their new cold-ready offers + set up their whole email nurture campaign.
- Within 90 days - we brought them over 100 SQLs with cold emails and another 300+ MQLs through ads. The primary role for the ads was to convert on lower ticket services (primarily their SaaS) while the cold emails were aimed at targeting leads interested in full-service solutions. We also set up retargeting ads to leads who may not have replied, but visited our landing page from a cold email outreach.
- 10 Deals won (each \$2-4.4k/mo) | 30+ Free Trials (\$250/mo once converted) | 17 Proposals Sent | 72 In Talks

### AI Voice Agent & Automation Agency (No Previous Case Studies)

Role: GTM Strategy & Cold Email

- Client struggled to land a single meeting after 8 months of cold emailing herself. We tweaked her email infra and offer structure and got her 28 qualified sales opportunities within the first 3 weeks - 1 immediately closed during the intro call for a \$10k implementation for an AI voice agent for their Q&A phone calls (property management).

## SKILLS & TOOLS

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**Skills:** Cold email copywriting, cold email campaign setup, optimal deliverability infrastructure setup, GTM strategy and technical setup, client management and expectation management

**GTM Tools:** Clay, Smartlead, Instantly, Mailreef, Apollo, APIvoid, Apify, Zenrows, Firecrawl, LeadMagic, Findymail, IcyPeas, Prospeo, Hubspot, GHL, Notion, Google Sheets w/ Gemini, OpenAI API, Anthropic API, Gemini API, Make, n8n, Airtable, Phantombuster, Heyreach, Serper.dev, Youtube API