

# BILAL KHURRAM

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## PROFESSIONAL SUMMARY

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Results-driven Professional with more than 1.5 years of experience in sales operations, client relationship management, and process optimization. Proven track record in revenue generation, Stakeholder communication, and Clay implementation.

## WORK EXPERIENCE

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### MEDIALABCO

Remote

#### GTM Engineer

July 2025- Present

- Developed and executed a comprehensive GTM strategy for an Event SaaS company, defining 4 distinct ICPs and deploying outbound campaigns across North America, EMEA, and APAC, including association outreach, inbound-led sequences, and competitor displacement initiatives.
- Generated 24 sales-qualified meetings within 2 months for the Event SaaS company through precise ICP construction and high-intent outbound execution.
- Delivered tailored lead lists and ICP datasets to support a partner agency's enterprise cold-calling operations.
- Leading GTM implementation for a Fintech company while developing hyper-targeted lead lists focused on SaaS founder ICPs across North America and EMEA.
- Implementing a targeted outbound campaign for a recruitment firm, engaging founders hiring for GTM roles with a tailored retainer-based offering.

### DUO IMPACT

Karachi

#### Brand Executive

Nov 2023 – June 2025

- Contributed to scaling monthly revenue from PKR 0.4M to PKR 1.6M through strategic B2B acquisitions and corporate partnerships
- Assisted in securing high-value deals, including a major supermarket chain partnership, by leveraging strong relationship management and negotiation skills

## PROJECTS

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- Built end-to-end inbound-led outbound system for Marketing agency, deploying email infrastructure, LinkedIn outreach automation, CRM-to-Clay integration using APIs, and data synchronization through webhooks

## EDUCATION

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BAHRIA UNIVERSITY (Bachelor of Science in Psychology)

Jan 2025

## CERTIFICATIONS

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|--|---|
| • Clay Outbound Automation Certificate | • Salesforce Sales Operations Certificate |
| • Clay Inbound Automation Certificate  | • HubSpot Sales Training                  |

## SKILLS

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|----------------------------------|------------------------------------|
| • Revenue Generation & B2B Sales | • Multi-channel Outbound execution |
| • Client Management              | • ICP Development & Management     |

## TOOLS

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**CRM & Automation Tools:** HubSpot, Salesforce, Close, Attio, Make

**Tools:** Clay, Sales Navigator, Apollo, Ocean.io, RB2B, Instantly, Smartlead, Outreach.io