Mahedi Hasan

GTM Engineer | Lead Generation Specialist | Certified Clay Expert

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Professional Summary

GTM Engineer with 2.6+ years of experience building automated growth and lead generation workflows for B2B, Startup, and SaaS organizations. Expert in ICP segmentation, workflow automation, CRM/API integration, data enrichment/validation, and experienced in campaign execution using tools like Lemlist, Clay, Instantly, and Apollo. Skilled at transforming complex GTM processes into scalable, data-driven pipelines that improve lead quality, engagement, and revenue predictability.

CORE SKILLS

Automated Lead Generation Workflows (Clay) | Data Enrichment & ICP Setup | Data Cleaning & Lead Scoring | AI Personalization (JSON Prompts) | CRM & API Integrations | Campaign Execution (Lemlist / Instantly / Apollo) | A/B Testing & Performance Optimization | Technical Enablement & Web Development | Workflow Optimization | Reporting, Analytics & Insights

Professional Experience

GTM Engineer & Senior Lead Generation Specialist| SalesCaptain | May 2023 – Present

Responsibilities:

- Built and automated outbound & inbound lead generation workflows integrating CRMs, APIs, and marketing tools for scalable GTM execution.
- Defined, segmented, and prioritized ICP audiences to enable precise targeting and improve lead quality.
- Generated high-intent leads for 10+ international clients simultaneously, driving measurable pipeline growth.
- Led and optimized Clay workflows, improving team efficiency and campaign scalability.
- Conducted market research, data analysis, and enrichment to support strategic GTM campaigns.
- Increased workflow efficiency and lead engagement, boosting response rates by up to 40%.

Data Analyst | SalesCaptain | Jan 2023 – May 2023

Responsibilities:

- Researched and qualified high-quality B2B leads using LinkedIn Sales Navigator, Apollo, Crunchbase, and other platforms.
- Enriched, segmented, and maintained lead data to optimize outbound campaigns and maximize engagement.
- Supported lead scoring and pipeline tracking, providing actionable insights for GTM strategies.

Certifications

Clay Certified GTM Engineer — Outbound & Inbound Automation | Clay (Valid Nov 2025 – Nov 2026)

Skills: AI Content Creation, Conditional Formatting, CRM, Data Collection, Data Ingestion, Data Integration, Email Management, Lead Generation, Lead Management, Logical Reasoning, Marketing Automation, Outbound Marketing, Inbound Marketing, Market Segmentation, Outreach, Personalization, System & Technology Integration
Verified: Outbound Badge | Inbound Badge

Education

B.Sc. in Computer Science & Engineering (CSE)
Stamford University Bangladesh | 2018 – 2022

Higher Secondary Certificate
Advanced Residential Model College, Mymensingh | Board: Dhaka | Group: Science | 2015 – 2016

Secondary School Certificate
Islamia Govt. High School, Gafargaon, *Mymensingh* | Board: Dhaka | Group: Science | 2014

Awards & Recognition

- Lead Generation Excellence Award — 2024 | Tuuo
  Awarded for exemplary leadership in executing scalable campaigns and driving qualified leads that generated measurable business growth.

Additional Skills / Tools

- **Web Development & Automation:** HTML, CSS, Bootstrap, JavaScript, PHP, JSON, API integrations
- **CRM & Marketing Tools:** Salesforce, HubSpot, Pipedrive, Lemlist, Instantly, Apollo
- **Data Management & Analytics:** Google Sheets (advanced formulas, conditional formatting), Excel, Data Cleaning, Reporting, Dashboard Creation
- **AI & Personalization:** AI content generation, JSON prompts, AI-powered lead enrichment
- **Other Skills:** Logical reasoning, Programming, Outbound & Inbound marketing strategies, GTM workflow optimization, Team collaboration

Languages: English (Professional), Bengali (Native)

References

- **Md. Shahedul Islam** – Acting Chairman, Stamford University Bangladesh
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- **Ahmed A. M. Alvi** – Senior Manager, TUUO Solutions Ltd
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