

Faraz Ahmed

City: Bengaluru

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Education:

- Bachelor of Engineering, Computer Science

CMR Institute of Technology, Bengaluru

Dec 2020 - May 2024

- ISC, 12TH STD (PCME) (70%)

Bishop Cotton Boys School, Bengaluru

Mar 2020

- ICSE, 10TH STD (85%)

Bishop Cotton Boys School, Bengaluru

Mar 2018

Summary:

Hardworking and highly motivated engineering professional with over 5 years of entrepreneurial experience. Passionate about Entrepreneurship, Sales, Marketing, and Problem-solving.

Languages:

- English - Native Speaker
- Hindi - Native Speaker
- Urdu - Native Speaker
- Kannada - Fluent
- Tamil - Fluent

Work Experience:

GTM Engineer

Zycus Infotech Pvt. Ltd. (Bengaluru)

March 2025 - Present

- Own GTM execution for USA, APAC & EMEA regions; report directly to VP of Business Development and Global BD Head/CMO.
- Responsible for setting up and maintaining cold email infrastructure, as well as managing CRM enrichment to support effective cold email campaigns.
- Lead cold email outreach using Clay, with deep account/prospect-level research to ensure hyper-personalized and well-timed campaigns.
- Build and maintain automation workflows on n8n and Make to streamline manual processes across the BD pipeline.
- Act as the in-house Clay expert; collaborate closely with regional BD team managers to drive pipeline and book qualified meetings.
- Leverage automation platforms such as n8n and Make to streamline and eliminate repetitive manual workflows.
- Leverage Lemlist to enable multichannel campaigns via Email & LinkedIn.
- Empower SDRs with advanced prospecting tools like Dripify, Trigify, and HeyReach to enhance outreach efficiency and conversion rates.

GTM Generalist (USA Market)

GoMarble AI (GoMarble Technology Pvt. Ltd.), Bengaluru

March 2024 - March 2025

Go-to-Market Strategy & Business Development

- Created and executed the initial go-to-market (GTM) strategy for the US market
- Drove growth marketing efforts to increase brand awareness and attract clients
- Developed business plans to support market entry and client acquisition
- Built B2B partnerships to drive early-stage growth and meet revenue goals
- Led the launch of the AI Ads Analyzer tool on Product Hunt, earning "Product of the Day" recognition

Lead Generation & SDR Functions

- Managed lead generation and email outreach campaigns
- Leveraged CLAY for automated, personalized prospecting
- Created targeted lead lists using web scraping and data enrichment
- Conducted multichannel outreach through email, LinkedIn, and cold calling
- Managed an external cold calling agency to enhance outreach and improve conversions

- Set up and took full ownership of the company's CRM system, managing all client data

Digital Marketing & Account Management

- Conducted SEO audits and provided recommendations to improve client visibility
- Aligned product development initiatives with customer needs
- Set up and audited Google Ads and Meta (Facebook) accounts for client campaigns
- Fully managed Amazon ad accounts with complete ownership, overseeing strategy and PPC management
- Audited Shopify accounts for clients, offering insights to boost e-commerce performance

Founder & CEO

Delta Store (Dealway Retail Solutions Pvt. Ltd.), Bengaluru
April 2020 - May 2024

- Business strategy planning
- Digital marketing campaign execution
- Product listing on marketplaces
- Performance Marketing (Google and Facebook Ads)
- Customer issue resolution
- Employee training facilitation
- Successful negotiation of contracts
- Revenue growth by 200%
- Technology platform development and deployment
- Process optimization for daily operations
- Quality control system implementation
- Stakeholder relationship management

Head of Business Development Marketing

Quanterian Global LLC (Irving, Texas)
September 2023 - June 2024

- Business development strategy formulation
- Marketing campaign planning
- Performance Marketing campaign setup
- Setup landing page

- Lead generation and conversion
- Client Success
- Hiring new talent
- Client relationship management
- Market research and analysis
- Team leadership and coordination

Freelance Performance Marketer

October 2023 - March 2024

- ROI optimization through Google and Meta Ads
- Lead generation
- Campaign setup via LinkedIn, Meta and Google Ads
- Setup of Meta Pixel and Google Tags
- Google analytics Integrations and setup
- Setup landing page
- No-Code web development
- Setup E-commerce websites using tools such as shopify and wix
- Digital marketing campaign management
- Data analysis and performance tracking
- Client communication and satisfaction

Sales And Marketing Head

Inbioz Technology Pvt. Ltd, Bengaluru

January 2023 - October 2023

- Marketing campaign management
- Sales and marketing strategy development
- Key customer relationship management
- Promotional material creation
- Pricing strategy development
- Budget and expense management
- Sales channel management
- B2B partnership establishment
- Product design involvement
- Packaging design involvement

Content Writer

Under25(Internship), Bengaluru

April 2021 - September 2021

- Social media content planning

- Content research and writing
- Team communication and task execution