

Shri Nishkarsh Agarwal

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[LinkedIn Profile](#)

SUMMARY

Strategic Outbound & GTM Engineer with extensive expertise in AI-powered lead generation and automated sales workflows. Proven ability to design targeted outreach, craft compelling offers, and optimise end-to-end sales processes—closing high-value B2B deals across diverse niches.

EXPERIENCE

GTM Engineer – Vertical GTM (Contract) Jun 2025 – Present

- Own end-to-end GTM for 8 SaaS clients, independently handling copy, lead sourcing, and weekly calls.
- Ship Clay + Smartlead workflows that generate 25–30 SQLs/client/month with < 0.5 % bounces.
- Integrate product-usage signals into HubSpot, improving lead-to-demo conversion by 34 %.

GTM Engineer – C17 Lab (Remote)

Mar 2025 – May 2025

- Orchestrate AI-powered Clay/N8N workflows delivering 250+ ICP-matched leads / month and 120+ meetings per quarter.
- Own campaign ops for 3 Clients — maintaining <2 % bounce and 98 % inbox placement.
- Lead GTM reporting loops & SOPs, cutting time-to-first demo to 7 days while mentoring two BDRs.

Founder & Lead Strategist – FTEA Global Solutions

Aug 2022 – Jan 2025

- Launched 30+ outbound campaigns (email & cold calls), boosting positive replies by 45%.
- Utilised AI tools (ChatGPT, OpenAI, Clay) for personalised outreach and efficient lead qualification.
- Closed 15 high-value deals in DFY software, B2B SaaS, interior design marketplaces, and recruitment/marketing niches.
- Streamlined HubSpot CRM and automated workflows while managing a team of 2.

Head of Marketing – tagthose

Sept 2024 – Dec 2024

- Built and managed a complete lead generation system via LinkedIn and cold email for SEO and blockchain clients.

- Delivered training modules, detailed client reports, and weekly strategy calls to optimise campaign KPIs.
- Served as primary liaison for client escalations and strategic planning, managing a team of 2.

Head of Operations – LeadsKingdom

Jun 2024 – Aug 2024

- Oversaw B2B lead generation for 4–5 clients, focusing on list building, cold email infrastructure, and DFY appointment setting.
- Optimised processes to enhance client acquisition and revenue through proactive reporting and strategic adjustments.
- Managed operational workflows and a team of 2 to ensure timely project delivery and client satisfaction.

Online Marketer & Consultant – Self-Employed

Mar 2020 – Jul 2022

- Executed integrated digital marketing campaigns that increased qualified leads by 20% through personalised outreach.
- Leveraged data-driven strategies and no-code automation to optimize sales workflows and improve campaign performance.

SKILLS

- GTM Strategy & Copywriting
- Effective Offer Creation & Research
- Cold Email & LinkedIn Outbound
- Outbound Infrastructure Setup
- Proficiency in Industry Standard Lead Generation Tools
- Reporting & Analysis to Improve Campaigns
- Common Sense & Eagerness to Grow

TOOLS & TECHNOLOGIES

- Prospecting: Apollo, Crunchbase, LinkedIn Sales Navigator
- Outreach: Instantly, Smartlead, SalesBlink, Lemlist
- LinkedIn Automation: HeyReach, Waaalxy, Expandi
- Data Scraping: Apify, BrowseAI, Octoparse
- Infra & Automation: Inframail, Maildoso, GSuite, Cloudflare, Clay, Persana, Make, UIPath
- Others: RB2B, MillionVerifier, GoHighLevel, Meta Ads Manager

EDUCATION

India International School, Jaipur – High School Diploma, PCM (11th grade)