

# TALHA ZAIN

## Sales Operations Leader | GTM Engineer

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LinkedIn: [www.linkedin.com/in/talha-zain](https://www.linkedin.com/in/talha-zain) | Open to Remote Opportunities



## PROFESSIONAL SUMMARY

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Sales operations professional with 16 years managing multi-location P&L, leading 45-member teams, and scaling partnerships—now transitioning to GTM Engineering. Spent 3 months mastering Clay, N8N, Apollo, Apify, and Attio to solve the manual bottlenecks I experienced firsthand. I understand both the strategic sales challenges AND the technical automation solutions. Ready to build systems that help B2B teams scale smarter.

## GTM ENGINEERING SKILLS

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### Automation & Tools:

- Clay (Waterfall Enrichment, Formulas, Data Operations)
- N8N (Voice Agents, Workflow Automation, Gemini Integration)
- Apollo.io (Lead Scraping, Prospecting)
- Apify (Web Scraping, Data Extraction)
- Attio (Modern CRM Exploration)

### Outbound Infrastructure:

- Cold Email Campaign Design • Domain Setup & Warmup • Instantly.ai • Smartlead
- Copy writing (Claude, Chat GPT) • Deliver-ability Management

### Revenue Operations:

- Pipeline Management • Sales Process Optimization • CRM Strategy
- Lead Scoring • Data Analysis • Team Enablement

## PROFESSIONAL EXPERIENCE

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TCS PVT LTD | Manager Retail Sales

August 2020 - June 2025 | Karachi, Pakistan

### Operations & P&L Leadership:

- Managed retail operations across **\*\*30+\*\*** locations with consistent revenue growth
- Led team of **\*\*45\*\*** sales professionals with **\*\*95%+\*\*** target achievement rates
- Oversaw multi-location P&L, inventory management, and operational efficiency initiatives

### Business Development & Partnerships:

- Built and managed \*\*15+\*\* franchise partnerships from ground up
- Negotiated vendor contracts and maintained partnership relationships
- Developed onboarding processes reducing ramp-up time by \*\*40%\*\*

### Sales Enablement & Process Design:

- Created and delivered training programs for \*\*50+\*\* representatives
- Designed standardized sales processes adopted across all locations
- Implemented cross-selling strategies increasing customer lifetime value

## GTM ENGINEERING PROJECTS

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### Automated Lead Enrichment System

- Built Clay tables with waterfall enrichment + formulas reducing research time by \*\*90%\*\*

### AI-Powered Voice Agent

- Built N8N + Gemini voice agent automating restaurant inquiry handling

### Cold Email Infrastructure

- Set up domains, warm-up, Instantly/Smart-lead sequencing + copy writing

### Lead Generation Pipeline

- Built B2B scraping pipelines using Apollo + Apify, explored Attio CRM

## EDUCATION

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- MBA - Marketing | IQRA University | 2023
- MA - International Relations | Karachi University | 2018