



VEENA PANDIAN

GTM Engineer

Profile

GTM Engineer and Growth Automation Specialist with 6+ years in marketing and sales, specializing in outbound systems that convert. I build scalable Clay workflows, multi-channel campaigns, and CRM automations for B2B clients across US and European markets. I combine technical expertise with entrepreneurial thinking to architect growth systems that deliver measurable results.

Education

Master of Science

VIT University

2016 – 2018

Tools

Clay

Make.com

Apify

Apollo

Smartleads

Instantly

Lemlist

Close CRM

Zapier

HeyReach

SalesNavigator

Claude, ChatGPT

Courses

Iman Ghadzi

LeadGenJay

Jordan Crawford

ClientAcquisition

Language

English – Professional

Work Experience

2024

–

2025

GTM Engineer

Leadfield and GTMatiq

- Built Clay workflows and automation systems
- Handled clients directly, managing end-to-end multi channel outbound campaigns, majorly email campaigns
- Designed technical implementations using CRM integrations and automation

2021

–

2024

Outreach Specialist

Arctica Digital , Paid Advertising, Sedia Media, Vikst, Digital Brothers, Zunesty.

- Email and Social media inbound and outbound outreach
- Led growth team, offering training and guidance to optimize outreach strategies.
- Lead sourcing (Manual and using tools), CRM Management, Follow ups, Client conversion.
- Writing successful script for email and social media outreach
- Domain safety managements for email campaigns

2020

YogaVahini

Marketing Manager

- Designing creatives, managed social media, and conducted email marketing campaigns.
- Hosted events, marketed international courses, and managed budget allocations.

2018

–

2019

Pulsus Healthtech

Marketing Coordinator

- Managed marketing initiatives for international conferences
- Coordinating promotional campaigns to enhance attendance and engagement.

References

Chris Martin

CEO, Arctica Digital

Email: christoph@martinundklein.com

Dr. Krithika Anand

Founder, Brandoric

Email: krithikaumananth@gmail.com