

CHEHAN KARUNARATNE

GTM ENGINEER - ABM & AI

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SUMMARY

I help build and run growing teams and systems. My work is rooted in GTM systems, data driven decision making, and building clean processes that scale. I learn fast, execute faster, and I keep going until the job is done. I believe in one simple idea: stay hungry and stay foolish.

TECHNICAL SKILLS

Problem Solving	Business Development	Customer Service
Project Management	Lead Generation	Data Scraping and List Building(Clay & Apollo)
Marketing Strategy and GTM Collaboration	Sales	Copywriting and Campaign Management

PROFESSIONAL EXPERIENCE

GTM Engineer - ABM & AI – xGrowth, AUS (Remote)

January, 2026 - Present · 1 mos

- Build and iterate Clay workflows, including filters, multi-source enrichment, de-duplication, QA, and exports to CSV, CRM, and engagement tools.
- Create account-intelligence packs at scale using public data and LLM-assisted research with deterministic checks.
- Orchestrate light automations across data sources and spreadsheets, while maintaining clean schemas and change logs.
- Collaborate with strategists and SDRs to refine ICPs, buying-group definitions, and list acceptance criteria.
- Write clear and structured documentation, including SOPs, runbooks, diagrams, and post-mortems.

Business Development Executive/GTM – Fit4Travel, USA (Independent Contractor)

(Remote)

September, 2024 - September, 2025 · 1 year 1 mos

- Identified and sourced new business leads via Clay and Apollo, demonstrating expertise in list building, data scraping, and lead validation.
- Created and managed advanced Clay tables with key enrichments to optimize targeting and lead quality.
- Maintained complete and accurate client records in HubSpot CRM, ensuring all data was current, categorized, and ethically managed.
- Wrote and executed high-performing, revenue-generating cold emails, showcasing strong copywriting and outreach skills.

- Set up, monitored, and optimized smart lead campaigns through HubSpot, integrating automation workflows for maximum efficiency.
- Handled large-scale cold email campaigns end-to-end, including drafting, sending, follow-ups, and performance analysis.
- Collaborated with sales and marketing teams on GTM strategies and services to align pipeline growth and improve conversion rates.

Head of Sales and Operations – studyingermany.lk (Remote) December, 2024 - Present · 11 mos (full-time)

- Led and managed all Operations Associates and Sales Associates to achieve departmental goals.
- Directed and supervised the department's operations and sales, consistently achieving company targets and fostering a high-performance culture.
- Delivered exceptional customer service, ensuring every customer received personalized and professional support.
- Oversaw the complete application and visa process, ensuring efficiency and accuracy.
- Maintained the effective operation of the CRM system and WMS, ensuring seamless workflow and customer management.
- Drove 360-degree innovation across the department, enhancing processes and performance.
- Collaborated with HR Associates to interview, recruit, evaluate, and finalize hiring decisions for Operations and Sales Associates.

EDUCATION

University of Peradeniya, Sri Lanka

October, 2023 – Present · 3 yr

Bachelor of Science - BS

- Computer Science, Statistics, Mathematics
- Activities and societies: Rugby, Basketball

Trinity College, Kandy, Sri Lanka

September, 2007 – September, 2022

- Completed the General Certificate of Education (Advanced Level) through the stream of Physical Science with **1A & 2Cs** including an 'A' for Chemistry
- Completion of GCE O/L Examination with **8As & 1B** for Commerce
- Represented the college Basketball team from U12 to U19 age categories.

ADDITIONAL INFORMATION

- **Languages:** English, German A1, Sinhala
- **Certifications:** IAB Digital Marketing and Media Foundations Certification
- **Awards/Activities:** Captain of Basketball (2017), Best Defensive Player (2017), Class Prize (2018), Vice President of the Oorloff House (2020)