

Aditya Kulkarni

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GTM and Growth Engineer with experience owning end-to-end GTM systems, data analysis, automation, and SaaS environments. Skilled at building scalable GTM systems across industries to drive revenue and improve team efficiency.

Professional Experience

GTM Engineer & Marketing Operations

Sep 2025 – Present

Siit

Paris, France

- Designed and deployed enterprise-grade, end-to-end GTM workflows in n8n to automate website visitor capture, intent-based enrichment, lead scoring, and delivery to Sales and Marketing teams.
- Implemented a scalable CRM lifecycle and lead-status framework, correcting automation gaps and cleaning 38k+ historical records to restore funnel accuracy and sales alignment.
- Ran multi-source enrichment pipelines to reliably complete firmographic, technographic, and contact-level data.
- Diagnosed and resolved end-to-end traffic source tracking across HubSpot, Snitcher, and PostHog to fix misattributed and offline contact sources.
- Generated personalized outbound-ready variables in Clay to launch and scale recurring outbound campaigns.
- Built scheduled exports and bi-directional syncs with HubSpot, eliminating manual updates and ensuring data freshness.

GTM Engineer

May 2025 – Nov 2025

Revenueflow (Thoughtleadr)

Paris, France

- Transformed ICP data into actionable insights for over 20 clients, improving SQL conversion and outbound performance by 30%.
- Built client-specific solutions (ICP mapping, lead scoring, etc.) based on industry and GTM motion requirements.
- Developed 10+ AI Agents and GTM templates using n8n, Clay, and other no-code/low-code tools.
- Integrated multiple tools across the tech stack to optimize GTM processes and deliver streamlined, revenue-focused pipelines.

Go To Market (GTM) Enablement

Jul 2024 – Dec 2024

Aircall

Paris, France

- Designed and deployed cross-functional automations to improve collaboration and reduce operational friction between Enablement teams, enabling teams to focus on high-value activities.
 - Built 5 scalable workflows and Salesforce dashboards to make data accessible to Sales & CX teams in real time.
 - Provided commercial insights to 20+ GTM leaders, aligning KPIs with revenue forecasts.
 - Structured onboarding programs and training content to improve GTM tool adoption across teams.
 - Leveraged product and CRM data to identify sales cycle optimization opportunities and improve pipeline velocity.
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Skills

CRM, Sales & Automation Tools: Clay, n8n, Heyreach, Trigify, HubSpot, Snitcher, Salesforce, Zapier, Slack, Google Tag Manager, Notion.

Data Analysis: Python, SQL, Looker, Google Analytics, Excel, Power BI, SPSS.

Languages: English (Native), French (B2 - Professional level).

Education

EDHEC Business School

Lille, France

MSc in Marketing Analytics

Data-driven marketing approach: Predictive modelling, NLP, customer analysis, and consumer behavior.

NMIMS

Mumbai, India

MBA in Technology Management + Bachelor's in Technology

Dual degree in Engineering and Technology Management, with a focus on Business Intelligence and Marketing Analytics.