

Faijal Sayyad

SDR (GTM Co-ordinator)

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[LinkedIn Profile](#)

Skills

GTM Engineering & Automation:

- Clay (Signals, Enrichment, Automations, Multi-Step Logic)
- HubSpot CRM (Workflows, Data Hygiene)
- Smartlead, Apollo, SalesNav, Instantly
- Zapier, n8n, Make (No-code automation)
- ICP Modeling, Scoring, Segmentation Logic
- Outbound System Design (AI research, enrichment, sequencing)
- Data workflows: dedupe, enrichment, validation
- A/B testing, experiment design, GTM analytics

AI & Workflow Enablement:

- AI-led research, persona insights, enrichment
- Automated message generation & personalization
- AI-driven summarization (calls, transcripts, signals)

GTM + SDR Experience:

- Multi-channel outbound (NA/EMEA/APAC)
- Outbound pipeline creation & qualification
- Enterprise prospecting, ICP tiering
- Collaborating cross-functionally with AEs, CS, Marketing, RevOps

Education

Pune University - (2015 -2018)

Bachelor of Mechanical Engineering

Profile

SDR & GTM Co-ordinator with 5+ years of experience building automated revenue workflows, outbound engines, and data-driven GTM systems for US, EMEA, and APAC markets. Blend hands-on SDR experience with strong GTM Ops execution, specialized in Clay, HubSpot, and Smartlead to automate prospecting, activate signals, and scale personalized outbound. Known for reducing manual work, improving reply/meeting rates, and generating \$6.5M+ outbound pipeline through system-led GTM motions.

Employment History

SDR (GTM Project Coordinator)

Jan 2024 - Present

- Built Clay-based outbound workflows using enrichment, job-change signals, tech signals & multi-step logic, increased reply rates by 34%.
- ICP scoring & prioritization for 1,000+ accounts using Clay + HubSpot lists → improved SDR focus & meeting quality.
- Built automated research agents on Gemini to generate account briefs, saving 12-15 hours/week.
- Automated LinkedIn Outreach with Make.com + Heyreach to scale outbound engagement
- Designed dynamic outbound playbooks based on industry signals → generated \$6.5M+ outbound pipeline.
- Operationalized signal-based targeting (funding, hiring, tech changes) → drove 87 meetings in 2024.
- Data hygiene workflows (dedupe, validation, enrichment) → improved CRM accuracy by 40%.
- Partnered with AEs, CS & Marketing to run ABM campaigns with automated account insights, triggers & handoff workflows.

MSys - BUSINESS CONSULTANT (GTM Operations)

June 2023 - Jan 2024

- Built an outbound revenue engine using Clay + Apollo + Smartlead, generating \$1.1M qualified pipeline in EMEA.
- Automated prospecting workflows using AI-generated research, multi-source enrichment & persona scoring.
- Built ABM workflows (signals + messaging + routing) that improved SQL-to-Opp conversion by 22%.
- Designed automated lead routing & lifecycle workflows in HubSpot → reduced manual work by 60%.
- Improved outbound accuracy with Clay-powered fit scoring & segmentation logic.

Business Development (GTM) - Wayzon Tech

Dec 2019 - June 2023

- Built the company's first structured outbound system → generated \$1.7M qualified pipeline in 2 years.
- Closed 10+ logos in EMEA market contributed \$400K in revenue
- Built repeatable messaging frameworks, boosting reply rates by 3x.
- Built Zapier workflow to automate Account alerts from 6Sense to Slack based on Intent signals
- Streamlined the SDR-to-AE handoff process, improving conversion by 25%.

Certifications & Courses:

- HubSpot Sales Software Certification
- Outreach/Sequencing Mastery (Free Program)
- Cold Email & Deliverability Bootcamp – Instantly and Smartlead
- Apollo Prospecting & Research Certification
- Clay 101 Cohort program

Achievement

- Built \$6.5M outbound pipeline (NA Market).
- 87 meetings booked in 2024 (SDR-leading performance).
- 12–18% positive reply rate on optimized campaigns.
- Deliverability maintained at 95–98%.
- Sourced meetings contributing to \$1.8M+ closed revenue.
- Built 20+ GTM automations that eliminated 15–20 hrs/week of manual work.
- Improved CRM hygiene to 90%+ accuracy through automated enrichment.
- Increased outbound conversion rates by 18–25% via systematic experimentation.
- Created a unified GTM data layer used by Sales, Marketing & CS.