



REVOPS EXPERT / LEAD GENERATION SPECIALIST /
AUTOMATED SYSTEMS EXPERT

AYESHA SULTAN

ABOUT

Marketing Automation Specialist with 3+ years of experience streamlining digital marketing and recruitment workflows. I design scalable, data-driven systems using tools like Clay, Zapier/Make, Asana, Dripify, Instantly, Fireflies, Ringover, and Recruiterflow.

With a background in physics and a strong analytical mindset, I focus on optimising campaigns, automating outreach, and enhancing team efficiency, all to drive better results with less manual effort.

Always exploring smarter tools and systems to scale what works.

EXPERTISE

Clay

Zapier/Make

Instantly

Dripify

Building Automated Workflows

Business Development

Building Automated Workflows

CONTACT



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DHA2, Islamabad, Pakistan

WORK EXPERIENCE

OPERATIONS MANAGER

2025-present

Guidewell, Netherlands

- Leverage Clay for lead enrichment, data extraction, and personalised prospecting workflows.
- Automate recruitment and outreach systems using tools like Zapier/N8N, Dripify, instantly and Recruiterflow to reduce manual tasks and improve pipeline efficiency.
- Set up and optimised domains for branded email infrastructure (Gmail) and configured them for use with marketing outreach tools like instantly.
- Building and management of webhooks and API-based integrations to connect CRMs, communication tools, and outreach platforms.
- Streamline cross-platform workflows, enabling real-time syncing between tools like Ringover, Fireflies, and Instantly for smooth operations and better team visibility.

OPS INTEGRATOR

2024-2025

Paul Harper Search, United Kingdom

- Automated the company's recruitment system using various tools such as Dripify, Lemlist and zapier etc.
- Leveraged clay in lead enrichment and prospect development.
- Configured and optimised domains for professional email (Google) and marketing outreach tools (Lemlist).
- Streamlined operational workflows, ensuring seamless integration of communication platforms.

BUSINESS DEVELOPMENT MANAGER

2023-2024

Growbiz Tech (PVT) Ltd.

- Managed teams and created Asana Automations for automated task assignment and daily reporting
- Spearheaded automated processes to enhance team efficiency and operational productivity
- Implemented enhanced reporting mechanism to increase profitability by 15%

BUSINESS DEVELOPMENT LEAD

2021-2022

Flo Drop Media

- Played a crucial role in strategizing business development efforts by using different softwares for both LinkedIn automation and cold messaging
- Created automations between different processes that link to a single database using Zapier.
- Improved business development processes with the use of automation tools, significantly enhancing efficiency and productivity.

BUSINESS DEVELOPMENT OFFICER

2020-2021

Strategic Solutions

- Leveraging the power of LinkedIn to expand the network mainly in coaching industry
- Utilised tools to maintain data that are readily accessible and streamlines workflow

EDUCATION

Air University

2016-2020

BS Physics

Roots School system

2014-2016

Pre-engineering

REFERENCES

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