

PROFESSIONAL SUMMARY

Results-oriented Marketing Operations professional with proven expertise in Clay, HubSpot, HubSpot AI, n8n, Workato, and custom LLMs. Skilled in automating end-to-end campaign workflows, enriching TAM/TAL account lists, and building scalable lead and account scoring systems. Adept at leveraging real-time data and CRM automation to boost campaign ROI, improve sales alignment, and support marketing teams with AI-powered copilots for greater efficiency and insight-driven execution.

KEY ACHIEVEMENTS

- 🚀 Automated Clay-to-HubSpot-to-Salesforce workflows to reduce lead SLA breaches by 95%.
- 📈 Enriched 60,000+ accounts, driving 52% pipeline growth and 49% lift in sales engagement.
- ✅ Improved CRM hygiene to 92% using Clay signals, AI syncing, and deduplication logic.
- 🔄 Automated 98% of lead lifecycle via Workato, saving 500+ hours/year and cutting response time from 48h to 4h.
- 📧 Achieved 93% deliverability across 40+ campaigns/year with strong segmentation and hygiene processes.
- ✅ Developed an LLM-driven lead scoring engine that dynamically ranked prospects based on behavioral and firmographic signals, resulting in a 30% increase in MQL-to-SQL conversion.

PROFESSIONAL EXPERIENCE

CleverTap | Analyst - Marketing Operations
July 2023 - Present

Automation & Martech Integration

- Built 30+ HubSpot workflows automated via Workato, integrating Clay, Salesforce, and internal CRMs
- Orchestrated 98% of lead lifecycle using Workato recipes with custom API logic and Python-based field transformation
- Enabled real-time sync across Clay → HubSpot → Salesforce to ensure zero-lag lead routing
- Saved 500+ hours annually by automating campaign triggers, UTM tagging, and data standardization

AI/ML-Powered Lead Scoring & Intelligence

- Deployed AI/ML models to dynamically score leads based on install signals, firmographics (Clay), and engagement behavior (Factors.ai)
- Used LLMs (OpenAI GPT-4) to generate enrichment summaries, intent classification, and qualification tags for faster SDR handoff
- Enabled intelligent lead routing into Salesforce via Workato by combining MQL thresholds, LLM-generated summaries, and past funnel data—resulting in 3x higher MQL conversion rate
- Built an LLM-powered lead reporting system that mapped lead progression across the sales funnel, uncovering drop-off points and enabling targeted interventions—resulting in a 35% increase in funnel velocity and improved forecasting accuracy.

Enrichment & Targeting

- Enriched 60,000+ TAM/TAL accounts via Clay, Apollo, SimilarWeb, Apptopia, and Lusha
- Used Clay’s AI Agent to classify ICP fit and extract key attributes like industry, install base, and app presence
- Created install-tech segmentation models using Apptopia APIs and SimilarWeb APIs, feeding real-time data into HubSpot and Salesforce

CRM Hygiene & AI Reporting

- Reduced duplicates by 90% via Clay-led enrichment and HubSpot deduplication logic
- Achieved 93%+ deliverability with bounce tracking, suppression rules, and HubSpot AI cleanup
- Built dashboards in Salesforce, HubSpot, and Drivetrain using AI agents for campaign summaries, pipeline visibility, and trend analysis

Campaign Execution & Webinars

- Ran 40+ HubSpot campaigns/year with 93% deliverability using Clay-filtered segments
- Managed webinars via Hubilo & eWebinar, syncing attendee data into CRM for follow-up workflows
- Doubled MQL conversion by aligning install-based segmentation with personalized content journeys and AI-triggered retargeting

TECHNICAL SKILLS

- Automation Tools:** HubSpot (Certified), Salesforce, Workato
- Data & Enrichment:** Clay, Apollo, Lusha, SimilarWeb, Apptopia, Zoominfo, Ring Lead
- Analytics & Reporting:** Salesforce Dashboards, Drivetrain, Tableau, SQL (Intermediate), Excel
- Webinar Tools:** Hubilo, EWebinar
- Sales Engagement:** Outreach, Intercom, Crisp
- API Integrations:** Workato, HubSpot API, Apptopia API, Clay API

CERTIFICATIONS

- Python
- Hubspot Marketing Hub – HubSpot Academy
- SQL (Intermediate)
- HubSpot Email Marketing – HubSpot Academy
- Decision-Making Strategies – LinkedIn Learning
- Advanced Excel
- Workato, n8n (intermediate)

EDUCATION

- 🎓 **MBA** – Business Analytics
- 🎓 **BE** – Electronics & Instrumentation Engineering