

Asim Hussain

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GTM Engineer Profile

Data-driven GTM Engineer with 10+ years of real-world business management experience and newly certified in Clay Outbound Automation. Skilled at building structured outbound workflows, analyzing data to find insights, and identifying high-impact GTM optimizations.

Core Competencies

GTM & Outbound: Lead qualification, workflow building, enrichment logic, ICP filtering, automation.

Technical: Python, Advanced Excel, data analysis, basic web development.

Business Ops: Customer management, negotiation, operations leadership.

Soft Skills: Communication, analytical thinking, reliability.

GTM Experience

Clay Outbound Automation — Certified (2025)

- Built end-to-end workflows including job triggers, enrichment, research, and personalized messaging.
- Strong understanding of GTM systems, APIs, data schemas, and structured outbound.

Professional Experience

Business Manager / Owner — United Mobiles (2013–Present)

- Founded and scaled a mobile phone retail business.
- Managed operations, inventory, sales, and customer experience.
- Performed data-driven decision making and real-world problem solving.

Technical & Data Skills

Python (data tasks), Excel (dashboards, pivots), HTML/CSS basics, workflow logic, automation mindset.

Education

B.A. (Hons.) Applied Accounting — 2:1
Anglia Ruskin University (UK) — 2010

Strengths & GTME Alignment

Structured thinker, fast learner, problem solver, calm under pressure, strong automation mindset.

Interests

GTM Engineering, RevOps, automation, data analysis, technology systems.