

Asad Uzzaman

Dubai • +971542284006 • asadzaman.ek@gmail.com • linkedin.com/in/asadzamandxb

AI GTM Specialist

AI GTM & Ops specialist with 10+ years of hands-on experience in building and optimizing outbound cold email campaigns, managing 10-15+ client accounts, and driving ICP-qualified leads using tools like Clay, Apollo, and Smartlead. Skilled at leveraging AI/LLMs for personalization and automation, ensuring high reply rates and retention. Known for clear communication, proactive problem-solving, and delivering measurable results in client success and pipeline growth.

WORK EXPERIENCE

Beanstalk Consulting

Remote • 09/2025 - Present

AI GTM Engineer • Full-time

- - Architect, deploy, and optimize AI-driven GTM outbound email systems, ensuring reliable execution of contracted volume across multi-domain and multi-inbox infrastructures
- Build, enrich, validate, and segment lead data using Clay, Apollo, and AI-powered automation, enforcing strict ICP alignment and data quality standards
- Configure and manage outreach platforms (e.g., Smartlead, Lemlist), including deliverability controls, inbox rotation, warm-up logic, and structured A/B testing
- Monitor and troubleshoot GTM system health and deliverability using technical metrics such as bounce rates, inbox placement, domain reputation, and reply performance
- Develop performance reporting and translate campaign and system-level signals into proactive GTM optimizations and strategic recommendations

Independent Contractor - Multiple Agencies

London (Remote)

AI GTM Engineer • Contractor

- - Executed end-to-end AI GTM outbound campaigns across cold email and LinkedIn, leveraging AI-driven targeting and personalization to reach high-intent prospects
- Built, enriched, and cleaned lead lists using Apollo, Clay, and AI-powered automation, ensuring high data accuracy and segmentation for AI GTM outreach
- Set up, managed, and optimized AI GTM campaigns in Smartlead and Lemlist, including deliverability management, A/B testing, and performance optimization
- Collaborated with multiple agencies to align AI GTM outreach strategies with broader GTM and outbound service offerings
- Analyzed AI GTM performance metrics and continuously improved processes, automations, and onboarding workflows to increase efficiency and campaign effectiveness

SSC Digital

United States (Remote) • 07/2022 - 11/2023

Data Service Manager • Full-time

- - Optimized AI GTM data and operations workflows, partnering with the data operations team to improve efficiency, accuracy, and scalability
- Leveraged AI and automation in lead generation, streamlining sourcing, enrichment, and qualification processes
- Improved customer experience and delivery quality, contributing to an increase in NPS from 6.5 to 8
- Supported AI GTM-driven business growth, helping scale the team from 40 to 60 members and contributing to 17 new client acquisitions
- Enabled revenue growth of 18% YoY (2023 vs 2022) through strong GTM execution, CRM management (MQL/SQL), and effective use of tools such as Apollo, HubSpot, Asana, and Looker Studio

Growthonics
Senior Data Analyst

London (Remote) • 06/2015 – 07/2022

- - Led AI GTM onboarding and operational optimization, reducing account setup time by 75% and driving a 50% increase in client satisfaction through standardized, scalable processes
- Scaled AI GTM operations and delivery teams by 70% while supporting revenue growth of \$1M+ ARR over three years through improved execution, forecasting, and capacity planning
- Designed and implemented AI GTM reporting and performance frameworks, enabling accurate internal and client-facing insights across KPIs, delivery health, and pipeline metrics
- Continuously monitored and improved AI GTM delivery and system health, ensuring high-quality execution, operational resilience, and consistent customer outcomes
- Ensured AI GTM compliance and risk management, adhering to ISMS, GDPR, CAN-SPAM, and data protection standards while maintaining business continuity and data security

EDUCATION

High School in Business/Commerce, General

Gulf Asian English School

Dubai, United Arab Emirates • 01/2007 – 01/2009

CERTIFICATIONS

Data Freelancer of Bangladesh

06/2023 – 07/2024

a2i

Foundational Generative AI

01/2024 – 01/2024

LinkedIn

Lead Generation Foundation

01/2024 – 01/2024

LinkedIn

VOLUNTEERING & LEADERSHIP

Gulf Asian English School

04/2007 – 03/2009

Head Captain

Sharjah

Successfully elected as School Head Captain for two consecutive years, demonstrating consistent trust and confidence from peers and faculty in leadership capabilities.

SKILLS

- Account Management
- Apify
- Apollo
- Artificial Intelligence (AI)
- Asana
- Business Process Improvement
- Campaign Management
- Clay
- Clickup
- CRM Management
- Data Analysis

- Data Management
- Email Marketing
- Entrepreneurship
- Event Management
- HeyReach
- Hubspot
- Instantly
- Leadership
- Lead Generation
- LinkedIn
- Marketing Automation
- Motion
- Notion
- Operational Strategy
- Operations Management
- Pipedrive
- Process Improvement
- Project Management
- Recruitment
- Smartlead
- Stakeholder Management
- Talent Acquisition
- Team Management
- Football
- Networking
- Tech Enthusiast
- Traveling