

Nayanika Balaji

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SUMMARY

GTM Engineer building scalable outbound systems and multi-channel growth engines that drive pipeline and revenue. Experienced in leveraging Clay, automation, and AI-driven workflows to optimize targeting, messaging, and conversion.

EXPERIENCE

GTM Strategy Engineer (Clay)

Innovant Tech Inc.

March 2025 – Present, Houston, TX

- Built and scaled a multi-channel outbound engine across email, LinkedIn, and cold outreach using Clay and Instantly, driving a 30% increase in qualified pipeline and improving email open rates from 14% to 38% through deliverability and targeting optimization.
- Architected ICP segmentation and enrichment workflows in Clay and Apollo using firmographic and technographic data, increasing targeting precision by 40% and enabling high-conversion prospecting.
- Designed end-to-end prospecting and data infrastructure in Clay, integrating multiple data sources and leveraging AI for research and personalization to automate outbound workflows at scale.
- Developed outbound playbooks, messaging frameworks, and targeting logic, creating repeatable systems that improved conversion rates and supported consistent pipeline generation.
- Executed GTM strategy for an AI product portfolio (ProjectA.ai), translating technical product capabilities into ICP-specific messaging and running outbound campaigns across 20,000+ targeted prospects across 10 industries.
- Owned end-to-end outbound GTM for the Texas AI Leadership Summit (300+ attendees), building targeted outreach pipelines, recruiting 45+ executive speakers, and driving audience acquisition through multi-channel campaigns.

Marketing Strategist (Consultant)

GrowthPods by Innovant Tech Inc.

January 2025 – Present, Houston, TX

- Designed and executed multi-channel outbound GTM campaigns across email, LinkedIn, and cold calling, improving engagement rates by 12% through segmentation, A/B testing, and automation workflows.
- Built and qualified targeted prospect lists using Clay + Apollo, executing cold email and cold call outreach that increased qualified leads (decision makers) by 35% and contributed to pipeline growth.
- Launched and optimized outbound sequences in HubSpot and Instantly, continuously testing messaging angles, cadence structures, and targeting strategies to improve conversion rates.
- Sourced and engaged prospects through founder + networking events, outbound follow-ups, expanding pipeline opportunities and strengthening multi-channel acquisition strategies.

Marketing Outreach Leader

Lyft

June 2024 – April 2025, Boston, MA

- Executed 23+ large-scale community outreach initiatives across the Boston area, driving a 25% increase in local ridership for Bluebikes (owned by Blue Cross Blue Shield, operated on Lyft).
- Forged strategic partnerships with 3+ local organizations, developing co-branded campaigns that boosted repeat ridership by 12%.
- Amplified brand advocacy by curating and publishing 60+ rider success stories across social channels.
- Oversaw regional activation calendars, aligning field marketing events with broader marketing objectives and optimizing resource allocation.
- Tracked event engagement metrics including attendee conversations, sign-ups, and outreach outcomes from community activations, sharing insights in weekly team meetings and coordinating updates via Slack.

Sales & Marketing Coordinator / Team Lead

Verizon (Greenlining Management – Verizon Fios Campaign)

April 2023 – March 2024, Braintree, MA

- Drove direct sales and customer acquisition for the launch of Verizon FIOS 5G across the Greater Boston market, converting 2–3 qualified leads daily into closed deals with a 95% close rate through consultative selling and objection handling.
- Promoted to Team Lead within 3 weeks, coaching team members on sales messaging, improving conversion rates by 15% through structured playbooks, daily training.
- Implemented improved training and onboarding workflows, increasing team retention by 25% using structured processes in Applicant Stream.
- Maintained lead tracking and customer interaction records in Salesforce CRM to monitor pipeline activity and campaign performance insights.

Office of Title IX Marketing Fellow

Suffolk University

September 2022 – March 2023, Boston, MA

- Created digital marketing assets daily, including emails, flyers, and social media content for the Office of Title IX.
- Managed 3+ simultaneous campaigns using Monday.com, improving project tracking and execution.
- Collaborated with 2 university departments to plan and coordinate on campus awareness events on student health and education topics.
- Maintained 100+ confidential case files, solely led campus awareness events for the Office of Title IX (e.g., Domestic Violence Awareness Month).

Brand Marketing & Partnerships Intern

Viral Fission

June 2021 - September 2021, India

- Supported influencer marketing campaigns by coordinating campaign deliverables and ensuring alignment with brand messaging.
- Created social media content, campaign assets for brand partnerships, contributing to audience engagement and brand visibility across digital platforms.

Content & Community Marketing Coordinator

StudyPal.co

April 2021 - August 2021, United States (Remote)

- Promoted their app, provided timely info, addressed inquiries, actively engaged with followers on educational forums.
- Leveraged HubSpot to manage and streamline these interactions, leading to enhanced user engagement and satisfaction (queries).
- Developed infographics with targeted, informative content to drive app downloads + increase user sign-ups.

YouTube Video Editor

FWII

November 2020 - August 2021, Remote

- Edited 32+ raw video files for FWII's YouTube channel, transforming footage into polished content to improve viewer engagement.
- Handled on scripting, cutting, and post-production using iMovie.

Branding Intern

No Filter

June 2019 - November 2019, India

- Developed branding strategies and content sheets for in-house influencers.
- Brainstormed and executed collaborative campaigns with brand partners.
- Coordinated partnership initiatives with 3 external brands over two months with in-house influencers.

EDUCATION

Executive MBA (Online) – Marketing Management

University of the Cumberlands · Williamsburg, KY. Dec 2025

MA in Communications (PR, Marketing & Advertising)

Suffolk University · Boston, MA · May 2023

CERTIFICATIONS

SEMrush SEO Toolkit Certified

HubSpot Inbound Marketing Certified

Tableau Data Analytics Certified

Clay Certified

Clay.com · 2024

SKILLS

Clay, Marketo, HubSpot, Apollo.io, Loom, Instantly, Sales Navigator, Salesforce, Monday.com, Final Cut Pro, iMovie, Canva, Adobe Creative Cloud
GTM Strategy, Campaign Development, Sales Enablement, B2B Growth Marketing, AI Tools (ChatGPT, GPT workflows, Claude, kimi,), Outbound
Personalization, Workflow Automation

Marketing Automation, AI-Driven Lead Generation, Tableau, SEMrush, Brandwatch, Performance Dashboards, Data Segmentation

Content Creation, Social Media Management, Copywriting, Video Editing, Community Engagement, Social Content Strategy
