

CONTACT

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SUMMARY

Results-driven GTM Engineer with a proven track record at Wishup, where I built the first outbound GTM engine, reducing CPL by 60%. Expert in AI-powered personalization and CRM optimization, I excel in lead generation and team training, delivering scalable solutions that enhance campaign performance and drive customer acquisition.

SKILLS

- GTM engineering
- ABM & ICP Segmentation
- Sales Funnel Optimization
- Revenue Growth Strategies
- AI-Powered Personalization
- Multi-Channel Campaigns
- Campaign optimization
- CRM optimization
- CRM management
- Automation tools
- Email deliverability
- Competitive Analysis

Prasad Vite

EXPERIENCE

January 2021 - Current

GTM Engineer & Consultant Freelance GTM Engineer & Consultant

- Implemented AI-driven personalization workflows for high-scale outbound campaigns
- Created multi-channel GTM systems integrating email, LinkedIn, and retargeting ads to enhance outreach effectiveness
- Optimized deliverability (domain warmup, inbox rotation, segmentation) achieving 90%+ inbox placement
- Designed and deployed automated lead generation systems using Clay, Apollo, and Instantly
- Built data pipelines to enrich, score, and route leads across CRM and outreach tools
- Maintained synchronized CRM data across HubSpot and enrichment tools to ensure data integrity for campaigns
- Developed SOPs and trained teams on scalable outbound systems to streamline lead generation processes

January 2019 - Current

GTM Consultant OnPlan → Sonoran Capital

- Conducted 10 to 12 product demonstrations monthly to engage potential clients
- Developed outbound systems targeting CFOs and finance leaders to enhance engagement
- Created campaign tracking to analyze pipeline velocity and conversions
- Created SOPs, Loom training, and scalable execution frameworks
- Oversaw 50+ email accounts and 10 LinkedIn profiles to maintain US IP infrastructure integrity

January 2020 - January 2021

Head of Business Development Wishup

- Reduced CPL by 60% and improved pipeline predictability
- Established reporting framework for CPL, MRR, LTV metrics to enhance decision-making
- Led and trained 6-member BD team, creating structured SOPs and workflows for consistency
- Designed customer lifecycle workflows (lead → conversion → expansion)
- Developed first outbound GTM engine, reducing reliance on paid ads

EDUCATION

June 2014

B.Com in Marketing | Marketing

University Of Pune, Pune

SELECTED PROJECTS

- Vorlon Security (Cybersecurity SaaS), Built AI-powered GTM workflows combining Clay, email, LinkedIn, and ads. Increased demo bookings by 40%, reduced sales cycle by 20%
- Versa Products (B2B Enterprise), Built outbound system targeting GSA buyers. Closed 6-figure deal via cold outreach
- GSD Venture Studios, Helped early-stage SaaS startups build GTM systems and prepare for funding. Supported outbound, positioning, and investor readiness

GTM ENGINEERING CAPABILITIES

- Build automated list architecture using enrichment + intent signals
- Design AI-personalized campaigns at scale
- Create multi-channel campaign workflows with automation tools
- Optimize campaigns through data-driven experimentation
- Align marketing, sales, and ops through clean data systems

KEY SUCCESS STORIES

- Reduced CPL from \$150 → \$60 at Wishup by building automated outbound systems
- Built AI-powered GTM engine (Clay + GPT-4) generating 40+ qualified demos/month
- Increased demo bookings by 40% via multi-channel (email + LinkedIn + retargeting) campaigns
- Managed 50+ inboxes & 10 LinkedIn profiles for scaled outreach systems
- Closed 6-figure enterprise deal via outbound campaigns (Versa Products)

TOOLS TECH STACK

- Clay
- Instantly
- Smartlead
- Apollo
- HubSpot
- Make.com
- Apify
- Zapier
- LinkedIn Sales Navigator
- ChatGPT / OpenAI APIs