

Contact

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(LinkedIn)

Top Skills

Email Infrastructure Setup &
Warmup

List Building & Data Enrichment

Cold Email Copywriting -
Personalized & Static

Muhammad Saad

Go-To-Market Engineer | GTM Strategy, Lead Gen & Cold Email
Expert | B2B Growth Architect | Building Full-Funnel Automation
Systems | Driving Scalable Pipeline from Zero to Revenue
Karachi Division, Sindh, Pakistan

Experience

Various Startups

Go To Market Engineer

February 2025 - Present (10 months)

I deliver comprehensive end-to-end solutions here's what that includes:

- Email Infrastructure Setup & Warmup: Setting up high-performing systems to ensure optimal deliverability and scalability.
- List Building & Enrichment: Sourcing and enriching highly targeted lead lists with accuracy and relevance.
- Cold Email Copywriting: Writing both personalized and templated email content that connects with your audience.
- Email Sequencing: Structuring smart outreach workflows designed to drive consistent engagement.
- A/B Testing Campaigns: Optimizing performance through continuous testing and data-backed insights.

From planning to execution, I specialize in custom GTM strategies that fuel pipeline growth and deliver real, trackable outcomes.

Education

Oxford Brookes University

Bachelor of Applied Science - BAsc, Accounting · (December 2016 - October 2020)