

# Muhammad Sulman

Pakistan | +92 302 2313162 | sulmanwaqar1@gmail.com | linkedin.com/in/muhammad-sulman1

## Profile Summary

Data-driven GTM professional passionate about building scalable outbound systems that bridge sales, automation, and growth strategy. Certified in Automated Outbound (Clay) with experience designing data-enriched workflows, optimizing CRM pipelines, and implementing AI-powered outreach systems. Strong background in business development and lead generation, now transitioning into GTM engineering to align technology with predictable revenue generation.

## **Experience**

### **GTM Automation Projects (Personal) | Clay, Instantly, AI Workflows | 2025 – Present**

- Built and tested automated outbound systems combining Clay, Instantly, and AI enrichment.
- Engineered GTM workflows to identify, segment, and engage prospects at scale.
- Developed templates and data models for high-conversion outbound campaigns.
- Experimented with GPT-powered personalization to enhance cold outreach performance.

### **Business Development Officer | Embrace-IT | Remote, Pakistan | Aug 2023 – Nov 2024**

- Designed and executed multi-channel B2B campaigns through LinkedIn and email automation tools.
- Built automated outreach workflows, improving lead engagement and pipeline visibility.
- Leveraged CRM analytics to optimize conversion rates and campaign efficiency.
- Collaborated with technical teams to align automation with client acquisition strategies.
- Strengthened long-term partnerships through consultative selling and data-driven insights.

### **Lead Generation Specialist | Skyray Ventures | Remote, Pakistan | Sep 2021 – Jun 2022**

- Improved lead quality through market research.
- Designed and tested personalized outreach templates using AI-based tools.
- Maintained and enriched B2B databases using data extraction and enrichment tools.

## **Education & Training**

- Clay Automated Outbound Certification (Score: 92) | Clay Academy | Valid until 2026
- Clay Cohort Graduate (Outbound Automation Program) | Clay Academy | 2025
- Bachelor of Business Administration (Hons.) | NUML University, Pakistan | 2017 – 2021

## **Key Skills**

GTM Strategy & Workflow Design | Outbound Automation | Data Enrichment & Lead Scoring | CRM Management | AI-Powered Outreach & Personalization | Sales & Business Development | Market Research & ICP Building | Process Automation & Reporting

## **Languages**

English: C1 | Urdu: Native