

Abhilash Naik

GTM & Automation Strategist · Bhawanipatna, India · +91 7008905659 · abhilash@ruleinput.com · [LinkedIn](#)

Summary

GTM and operations-focused automation strategist experienced in building internal tools, operational systems, and scalable workflow automation for SMBs, agencies, and enterprise teams. I specialize in Make.com, n8n, Appian, Airtable, Zoho Creator, and modern GTM tooling to streamline lead flow, data ops, outbound systems, and cross-team collaboration. I design internal dashboards, workflow engines, and automated processes that reduce manual work, improve accuracy, and help teams operate at scale.

Professional Experience

Founder & Automation Strategist — RuleInput

2024 – Present Led automation and GTM execution for SMBs, agencies, and fast-growing digital businesses. Delivered full-stack revenue, data, and operations automation using Make.com, Airtable, Slack, n8n, sofr, Zoho and HubSpot in the following projects below

Omnia Marketing - GTM & Outbound Engine Automation

- Created a full outbound prospecting engine using Clay, Make, HubSpot, and third party APIs.
- Automated lead sourcing, enrichment, scoring, inbox management, and reply classification.
- Enabled list to campaign dynamic sequences and CRM syncing for improved pipeline flow.

ValueBet - Automation & Data Systems

- Built automated data-processing pipelines using Make.com and Airtable to centralize odds, bets, and market insights.
- Implemented Slack-based alerting for real-time updates, reducing manual lookups and improving response time.
- Delivered workflow orchestration that supported faster decision-making and removed repetitive operational tasks.

Breeze - End-to-End Ops Automation

- Designed an integrated Airtable + Make + Elementor backend to manage leads, policies, and content workflows.
- Centralized customer journeys and internal operations to reduce fragmentation across sister businesses.
- Enabled scalable CMS and policy management automation, improving data accuracy and reducing manual turnaround time.

ATT Group - Healthcare Operations Automation

- Built a unified operational automation system for scheduling, document flow, and cross-team collaboration.
- Automated data validation, document management, and team notifications across departments.
- Reduced manual workload for healthcare staff and ensured better accuracy in daily operations.

Associate Consultant — Ernst & Young

April 2022 – June 2024 | Kolkata, India Delivered enterprise automation across two major banking transformation programs.

- Built automated client onboarding flows (including KYC integrations) that reduced manual processing time.
- Designed Appian SAIL interfaces and workflow models for high-volume financial operations.
- Created POCs for credit approval systems and internal project management tools.
- Worked cross-functionally in Agile teams, receiving positive client feedback for rapid delivery.

Campaign Manager Trainee — MediaMint

March 2021 – June 2021 | Hyderabad, India

- Managed digital ad campaigns and built performance dashboards.
- Coordinated with clients directly to optimize delivery and reporting.
- Used Jira to manage campaign workflows across teams.

Skills

Automation & Internal Tools - Make.com (advanced), n8n, Appian, Zoho Creator — building internal tools, automated workflows, cross-team orchestration, and process optimization.

GTM Tools & Systems - Clay.com, Zoho CRM, Softr, Hex, Slack, Integrations APIs and webhooks for supporting outbound engines, enrichment, lead management, reporting, and team operations.

Process & Operations Management

Business process design, workflow modeling, operational system building, eliminating manual steps, and improving cross-department coordination.

Data & Workflow Automation

Web scraping, ETL flows, data syncing, structured data models, automated validation, and multi-system process flows.

Web & CMS Systems

Webflow, Wix, CMS automation, programmatic publishing, and centralized content operations.

Databases

Airtable, MySQL, MariaDB, Appian CDTs.

Project & Delivery - Jira, Azure DevOps, ClickUp, Asana requirements management, delivery planning, and stakeholder coordination.

Education

Bachelor of Technology, ITER SOA University