

# USAMA RAEES BIN ILYAS

[usama1raees1997@gmail.com](mailto:usama1raees1997@gmail.com) | ISLAMABAD, PAKISTAN | +923125377723 | <https://www.linkedin.com/in/usamaraees/>

---

## **CAREER SUMMARY**

GTM strategist specializing in outbound systems, ICP research and Clay powered lead automation. Expert in designing GTM plans, prioritizing markets, building multi step outbound campaigns and launching targeted email sequences using Clay, Smartlead, Instantly and other enrichment tools. Clay Cohort Graduate with hands-on experience building data driven outbound engines for software and service businesses.

## **WORK EXPERIENCE**

**GTM Outbound Services(GTMOS)** - Clay based Go To Market and outbound agency

**Remote (HQ - UK)**

**GTM Strategist**

November 2025- Present

- Research and define ICPs for client accounts by analyzing industries, market data, service fit and buying triggers.
- Score, segment and prioritize industries based on TAM, competitive landscape and solution relevance.
- Build complete outbound strategies including value props, offer positioning and messaging frameworks.
- Create multi step outbound campaigns and write hyper personalized messaging using Clay enrichment workflows.
- Built and launched large scale outbound systems, sending over 100k emails through Smartlead and Instantly with Clay driven personalization and enrichment.
- Develop automated lead pipelines in Clay using scraping, enrichment, qualification scoring and workflow branching.
- Launch and manage outbound campaigns using Smartlead, Instantly, Heyreach and Apollo.
- Collaborate with clients to align product value with high intent segments and improve outbound conversion.

**RDX Sports**

**Remote (HQ - USA)**

**Amazon Project Manager - Global Amazon Seller Accounts**

January 2025 - November 2025

- Managing Amazon seller accounts all around the world for RDX sports.
- Overseeing \$300k-\$400k a month Ad spend and \$2M+ in total sales.
- Increased PPC sales by 30% within the first 2 months of joining.
- Increasing profitability YoY by 25% on average on all the accounts.
- Fixing issues like high ACOS, low conversion rate, low CTR and low profitability in all the Amazon marketplaces.
- Doing multiple analysis of current PPC campaigns, identifying gaps and implementing changes with the PPC department regarding campaign management, bid reduction and performance improvement.
- Working with the Top Management team to research new product ideas for new product launches.
- Had a record breaking Prime Day event 2025 with sales passing \$500k in the USA alone.

**Seller Strategy**

**Remote (HQ - Canada)**

**Junior Amazon PPC Manager**

May 2024-Sept 2024

- Managed 7-8 different Amazon client accounts. Have successfully managed product launches as well.
- Have worked extensively in training and management of new hires.
- Have managed to increase sales and profitability for client accounts up to 100% and even more in some accounts.
- Conducted biweekly client meetings with all the accounts being managed.

**Amazon PPC Specialist**

Feb 2023- Apr 2024

- Managed 3-4 different Amazon client accounts, worked under a manager to improve account performance by 50%
- Efficiently managed campaign optimization, reduced ACOS by 150%, increased number of orders by 200%.
- Helped launch new products, improved conversion rate by 100% by optimizing product listing.

## **CERTIFICATIONS**

**Clay Cohort Graduate**

**Clay Outbound Automation Certificate**

**UNLOCK CLAY - TIM YAKUBSON**

## **EDUCATION**

**National University of Science and Technology (NUST)**

Islamabad, Pakistan

Bachelors of Chemical Engineering

2016 - 2020

## **SOFTWARES & TOOLS**

Clay, Instantly, Smartlead, Heyreach, Apollo, Apify, Helium 10, Data Dive, Scale Insights, Amazon PPC, Google PPC, Meta Ads, ClickUp