

FAHAD ALI KHAN

GTM ENGINEER | REVENUE SYSTEMS & AUTOMATION

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SUMMARY

Emerging GTM Engineer specializing in Clay workflows, outbound automations, and revenue operations infrastructure. Hands-on proficiency in HubSpot CRM, lead enrichment, scoring, segmentation, routing, and data hygiene to streamline customer acquisition and reduce manual processes. With 3+ years in revenue-facing roles, experienced in operationalizing high-volume outbound campaigns and full sales cycles, now dedicated to building scalable, AI-enhanced GTM systems that accelerate growth for startups and high-growth tech companies.

CORE TECHNICAL SKILLS

- Automation & Workflow Design (HubSpot Workflows, Clay Triggers, n8n)
- Lead Enrichment, Scoring, Segmentation & Routing
- CRM Systems Architecture (Objects, Fields, Pipelines, UTM Tracking)
- Outbound Infrastructure (Sequences, Copywriting, Deliverability Hygiene)
- Data Mapping, Tagging Taxonomy & Hygiene Standardization
- Integration Logic (Zapier, Make, Native APIs)
- Process Documentation, SOPs & Reporting
- AI-Driven Research & Enrichment (Clay Agents, APIs)
- Basic Data Querying & Analysis (SQL for Revenue Data)
- Experimentation & Optimization (AI Pilots, A/B Testing for Workflows)

Tools:

HubSpot | Clay | Salesforce | Zapier | n8n | Make | Google Sheets | GoHighLevel | PandaDoc | Asana | Slack | Smartlead.ai | Instantly.ai | Apollo.io | Outreach | ZoomInfo | LinkedIn Sales Navigator | Claude Code

CERTIFICATIONS

- Inbound Automation Certification (Clay)
- Outbound Automation Certification (Clay)
- HubSpot Sales Hub Software Certification
- HubSpot Marketing Hub Software Certification
- Revenue Operations Certification (HubSpot Academy)
- RevOps Bootcamp (HubSpot Academy)
- Discovery Call Bootcamp (HubSpot Academy)
- Sales Accelerator (Elite Tech Sales)
- Inbound Sales Certification (HubSpot Academy)

WORK EXPERIENCE

GTM Engineer (Clay, Outbound & Automations)

February 2026 – Present

Corebits

- Build and execute Clay workflows for lead enrichment, scoring, segmentation, and routing to optimize outbound campaigns and improve lead quality.
- Launch, test, and iterate outbound sequences using tools like Instantly.ai and Smartlead.ai, including copywriting, A/B testing, and deliverability management.
- Develop and maintain internal automations with n8n and other tools to streamline operations, handoffs, QA processes, and reporting.
- Manage client communications via Slack, email, and calls; deliver daily/weekly reports and participate in team meetings to ensure alignment and client satisfaction.
- Support internal research, tooling experiments, and ad-hoc tasks to drive company growth and operational efficiency.

Revenue Growth Specialist | Sales Closer

July 2023 – November 2025

Juliana Joy

- Generated \$250K+ in revenue over two years through consultative, solution-focused sales strategies, closing 6–10 clients monthly with a 17–25% conversion rate.
- Conducted discovery calls via Zoom/Google Meet, qualifying leads and enhancing engagement to improve conversions.
- Managed direct messaging and email correspondence, boosting prospect interactions and post-discovery commitments by 30% via personalized outreach on WhatsApp and Instagram DMs.
- Facilitated women-focused webinars, Q&A sessions, and masterclasses to promote community engagement and drive lead generation.
- Maintained CRM records in Sendpulse for tracking sales progress, pipeline forecasting, and customer metrics, exceeding targets and expanding the client base.

Sales Development Representative (SDR)

March 2024 – September 2024

AlwaysHired Sales Bootcamp

- Executed 200 cold outreach messages weekly via LinkedIn Sales Navigator and 200–250 cold calls using HubSpot Dialer, achieving an 8–10% response rate.
- Led targeted sales discussions on Google Meet, analyzing needs and closing 7 deals in 2 months with a 33% conversion rate.
- Managed full sales cycles from prospecting to closure, including agreement drafting via PandaDoc and DocuSign for seamless onboarding.
- Designed B2B outreach sequences in HubSpot to connect with stakeholders, expanding the client base and uncovering opportunities.
- Leveraged HubSpot CRM to streamline communications, track interactions, and optimize response rates and conversions.

Creators Training

- Scheduled 25–35 high-value appointments monthly, exceeding targets by qualifying leads and converting 65% of objections into opportunities.
 - Achieved >10% conversion rate against an 8% KPI, streamlining handoffs to sales closers for optimized conversions.
 - Maintained an 80% appointment show-up rate through proactive follow-ups and personalized communication.
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PROJECTS

- **HubSpot + Clay Automation Build (Personal Project):** Designed an enrichment → score → route workflow that auto-tags inbound leads, enriches company data, and routes high-intent prospects to SDRs. Reduced manual enrichment steps and enabled consistent routing logic for testing.
 - **Lead Scoring & Routing Model (Google Sheets):** Built an ICP-based scoring model combining firmographics and engagement signals; created scoring properties and field mapping guides for consistent list segmentation and improved forecast accuracy.
 - **Pipeline Architecture Design:** Mapped GTM pipelines with custom deal stages, required properties, and validation rules to prevent incomplete deals and enhance reporting.
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EDUCATION**NED University of Engineering and Technology****2020 – 2025**

Bachelor of Engineering (B.E.) in Industrial and Manufacturing Engineering

Quantic School of Business & Technology**2025 – Present**

Master of Business Administration (MBA)