

Abdul Anwar

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PROFESSIONAL SUMMARY

Go-to-Market professional with 5+ years in sales, marketing, & community management across Web3, AI, and SaaS. Skilled full-cycle sales including research and prospecting to demos, closing, and onboarding. Proven track record of exceeding revenue targets and scaling user adoption. Adept in using automation, market research, & feedback loops to shape GTM strategy and product direction.

WORK EXPERIENCE

TradeAlgo

Jul 2025 – Present

Business Development Representative (BDR)

New York City, NY

- Generated \$250K+ in new pipeline revenue within first four months, doubling sales quota through personalized AI solution demos.
- Owned entire outbound cycle: researched target industries (hedge funds, retail traders), built lead lists via Apollo & LinkedIn, conducted cold calls and email outreach (via Hubspot), led discovery calls (using Kixie), and supported post-sale onboarding.
- Managed 50 SMB accounts, providing ongoing support and identifying upsell opportunities for premium analytics tiers.

ChainML

May 2024 – Jun 2025

Head of Community + Growth

New York City, NY

- Drove \$750K+ in net new adoption revenue through SMB & mid-market partnerships.
- Researched emerging AI agent verticals (marketing ops, quant trading, automation tooling) to identify 15+ new GTM opportunities.
- Managed 60+ accounts, leading renewals, expansions, and upsells and improved retention by 23% in one year.
- Onboarded 1,000+ early users to Theoriq's agent marketplace; increased agent call activity 2.3x YoY.
- Represented ChainML at ETHDenver 2025, Consensus 2025, and AI Agent Summit, securing 30+ partnerships.

Koii Network

Nov 2022 – May 2024

Head of Protocol (BD)

Halifax, Nova Scotia, CN

- Conducted 150+ outbound calls daily, hitting 130% of monthly targets by showcasing AI value propositions to e-commerce companies.
- Closed \$1.2M+ in total revenue by customizing distributed AI node solutions for SMB clients.
- Executed full sales cycle: market research, list building, cold calling, discovery, demos, deal negotiation, and onboarding.
- Managed 80+ client relationships; built post-sale materials reducing churn by 25%.

Capsule Corp Labs

Sep 2020 – Nov 2022

Community & Partnerships Manager

Biarritz, France

- Generated \$720K+ annual revenue, surpassing targets through tailored AI partnerships and pilots.
- Represented company at NFT.NYC 2022 and Paris Blockchain Week, generating 20+ partnership leads.
- Conducted market analysis to identify gaps and develop Strategic Partnership Guide, resulting in \$244K YoY uplift.

EDUCATION

University of California, San Diego

June, 2017

B.A., Communication / Minor, Computer Science (e.g., B.S.), Majors (e.g., Computer Science)

San Diego, CA

ADDITIONAL EXPERIENCE

- **Nespresso – Boutique Sales Associate (Part Time) | Feb 2025 – Jul 2025**
 - Ranked top 10% nationwide for coffee subscription sales.
- **ConsensSys – Social Media Manager | Nov 2019 – Mar 2020**
 - Drove 32% community growth for Ethereum based portfolio companies by scaling social media during a Web3 downturn.
- **Mexxon International – Marketing & Sales Manager | Jul 2017 – Mar 2019**
 - Surpassed sales targets for two consecutive quarters by \$150k through targeted prospecting and personalized demos.

SKILLS

- **Core GTM & Sales Skills:** Outbound prospecting (SMB / Mid-Market), Sales playbook development, Customer onboarding & training, GTM experimentation & growth hacking
- **Technical & Enablement Skills:** Workflow automation, Data enrichment & lead scoring, Product feedback loops & roadmap influence
- **Tools & Software:** Airtable, Salesforce, Apollo, Hubspot, LinkedIn Sales Navigator, cold email (Zoho), phone outreach (Kixie), X (Twitter DM), Telegram.
- **Languages:** English (native), Hindi/Urdu (native), Spanish (reading/writing)