

# Muhammad Sulman

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## **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:**

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

- Designed and executed multi-channel B2B outbound campaigns across LinkedIn and HubSpot to drive pipeline growth
- Built and optimized outbound workflows, improving lead engagement, response rates, and pipeline visibility
- Leveraged CRM and campaign analytics to identify bottlenecks, optimize conversion rates, and improve overall campaign efficiency
- Crafted deliverability-focused email copy to reduce spam risk and improve inbox placement
- Analyzed sales data and conducted market research to define and refine a high-intent ICP, improving lead quality and targeting accuracy.

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

- Analyzed previous sales data to build a stronger, more targeted ICP.
- Improved lead quality through in-depth market research.
- Generated high-quality leads via Instagram outreach.

## **Education & Training**

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

## **Key Skills**

GTM Strategy & Workflow Design | Clay | 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