



TONY ADIJAH

GTM Engineer & Marketing Head

CERTIFIED CLAY EXPERT

VERIFIED N8N CREATOR

5+ YEARS EXPERIENCE

+91 9944644615

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Chennai, Tamil Nadu

EXPERTISE

Lead Sourcing

Clay ✓ Apollo Sales Navigator

Email Outreach

Instantly.ai Smartlead Lemlist

Automation

n8n ✓ Zapier

CRM Management

HubSpot Slack

GTM Strategy

Multi-channel Market Research

CERTIFICATIONS

Certified Clay Expert

Verified n8n Creator

EDUCATION

Master of Science

Dr. N.G.P College of Arts & Science
2016 - 2018

Bachelor of Science

CMS College of Arts & Science
2013 - 2016

LANGUAGES

English

Tamil

Hindi

GTM Engineer and Marketing Head with **5+ years of marketing experience**, including **2+ years specializing in GTM strategy**, building and scaling outbound-led go-to-market systems, digital outreach, and CRM-driven operations. **Certified Clay expert** and **Verified n8n Creator**, skilled in using data, automation, and cold email infrastructure to improve lead quality, campaign performance, and engagement. Proven ability to lead outbound operations, align cross-functional teams, and drive consistent pipeline growth.

PROFESSIONAL EXPERIENCE

GTM Engineer / Marketing Head

2023 - 2025

Grow with Veena

- Designed and executed go-to-market (GTM) strategies for new product launches, resulting in increased market penetration and customer acquisition
- Led cross-functional teams to align product, sales, and marketing initiatives, ensuring seamless execution of GTM plans
- Developed and managed multi-channel outreach campaigns achieving **25% increase in qualified leads** within 8 months
- Utilized CRM tools to track and analyze customer interactions, optimizing follow-up processes and improving conversion rates
- Conducted market research to identify growth opportunities, new customer segments, and emerging trends
- Automated outreach processes using Clay, n8n, and personalized scripting, enhancing engagement and response rates
- Ensured domain safety and compliance for all email campaigns, maintaining high deliverability and sender reputation

Territory Sales Manager

2019 - 2023

Metropolis Healthcare Limited

- Developed and implemented effective sales strategies to achieve company goals and revenue targets
- Identified new business opportunities, including new markets, growth areas, trends, customers, products, and services
- Handled and resolved customer complaints regarding sales and service, maintaining **high customer satisfaction rates**
- Built and maintained strong relationships with key stakeholders, healthcare professionals, and institutional clients

PROFESSIONAL REFERENCES

Veena Pandian

Founder & CEO
Grow with Veena
veenapandian95@gmail.com

Kiran Kumar

Lead HRBP
Metropolis Healthcare Limited
kiran.kumar@metropolisindia.com