

CLIVE DANIEL

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SUMMARY

Results-driven B2B Growth & GTM Specialist with 3+ years of experience building Outbound revenue engines, Demand Generation programs, and RevOps infrastructure for SaaS and Tech companies. Proven track record of driving \$180K+ ARR, 552% ROI, and end-to-end pipeline ownership from lead to closure. Experienced in ABM, Multi-channel Outbound, HubSpot, and Growth experimentations, ideally suited for high-growth startups and scaleups looking to build or scale their GTM motion.

SKILLS

GTM & Demand Generation: Account-Based Marketing (ABM), Outbound Strategy, Multi-Channel Campaigns, Lead Generation, Pipeline Management, MQL/SQL Conversion, Sales Enablement

Marketing Channels: LinkedIn Ads & Outreach, Cold Email, WhatsApp Outreach, Cold Calling, SEO, Content Social Media Marketing

RevOps & Strategy: HubSpot CRM, Workflow Automation, Lead Scoring, Data Enrichment, CRM Architecture, Revenue Forecasting, Funnel Optimization, CAC/LTV Analysis, P&L Ownership

CRM: HubSpot, Zoho

Marketing Automation: Automa, Zapier, n8n

Email Marketing: Instantly, Lemlist, Smartlead, Mailmodo, GMass, ZeroBounce, NeverBounce, Constant Contact, Sendinblue

LinkedIn Marketing: Sales Navigator, Dripify, LinkedFusion, Albert, Waalaxy, LinkedHelper

Data Scraping & Enrichment: Apollo.io, ZoomInfo, Lusha, StoreLeads, Hunter.io, PhantomBuster, Seamless.ai

Project Management: Notion, ClickUp, Trello, Asana

AI & Content Tools: ChatGPT, Claude, Gemini, Jasper, Writesonic, Canva

Productivity & Communication: Microsoft 365 (Excel, Word, PowerPoint), Google Workspace (Sheets, Docs, Slides), Slack, Microsoft Teams, RingCentral

EXPERIENCE

One Impression

Gurugram, India

Specialist – Growth & GTM

June 2025 – Present

- Built and scaled the Outbound Growth & GTM function from scratch, establishing a structured B2B GTM strategy and a repeatable revenue engine with zero prior infrastructure.
- Drove **\$180K+ ARR (Rs. 15L+ MRR consistently)**, achieving **552% ROI** through Account-Based Marketing (ABM), Outbound experimentation, and continuous funnel optimization.
- Designed and executed a multi-channel Demand Generation strategy across LinkedIn, Email, WhatsApp, and Cold Calling to build predictable pipeline with an avg. ticket size of ~Rs. 25K.
- Owned the full revenue pipeline — Lead → MQL → SQL → Demo → Closure, including data enrichment, segmentation, campaign execution, copywriting, and performance tracking.
- Closed and onboarded enterprise & high-growth D2C brands: Kent RO, Pilgrim, Indē Wild, Haus & Kinder, Two Brothers Organic Farms, and 12+ others.
- Led a 5-member Growth team, driving marketing execution, sales enablement alignment, and pipeline velocity.
- Built and managed the complete Growth Tech Stack & RevOps infrastructure using HubSpot, including automation, lead scoring, workflow design, and executive reporting.
- Partnered directly with the Founder on GTM planning, revenue forecasting, P&L ownership, and scalable acquisition strategy.

OneMetric (prev. Growtotation)

Gurugram, India

Specialist – Growth & RevOps

March 2025 – June 2025

- Managed and optimized HubSpot CRM accounts for multiple clients, streamlining marketing, sales, and customer service operations.
- Designed scalable HubSpot architectures including advanced workflows, automation, and integrations to enhance lead management and customer engagement.
- Delivered strategic RevOps consulting to improve pipeline efficiency and maximize revenue growth across client portfolios.
- Built customized dashboards and reports tracking key performance metrics, campaign ROI, and pipeline health.

Axiom Global Technologies

Walnut Creek, CA, USA (Remote)

Marketing Coordinator

August 2023 – February 2025

- Developed and executed multi-channel marketing campaigns across Digital, Social Media, and Email, driving a **100%+ increase** in audience engagement and brand awareness.
- Scaled LinkedIn presence by **100%+ in 18 months**; led "Industry Insights" bi-weekly newsletter, growing subscriptions by **120%+** and positioning Axiom as an industry thought leader.
- Designed high-performing email campaigns that improved open rates by **40%+** and accelerated lead conversion.
- Analyzed marketing performance metrics to optimize campaigns, improve conversion rates, and maximize ROI.
- Championed employer branding initiatives, resulting in multiple internal and external recognitions.

Nova Benefits

Bengaluru, India

Demand Generation Associate

October 2022 – August 2023

- Executed multi-channel demand generation campaigns on LinkedIn, WhatsApp, and Email to drive qualified pipeline for the sales team.
- Optimized and automated marketing workflows to improve conversion rates and reduce manual effort across the funnel.
- Built performance reports to identify optimization opportunities and track campaign effectiveness against KPIs.
- Established new marketing channels to expand outreach, working in close alignment with the Sales team.

Nova Benefits

Bengaluru, India

Growth Intern

April 2022 – October 2022

- Executed LinkedIn and email marketing campaigns to generate demand; collaborated with Sales to convert leads using CRM tools.

CERTIFICATIONS

The Complete Digital Marketing Guide | Revenue Operations | Growth Marketing Foundations | SEO Certification | Advertising on Instagram

EDUCATION

St. Xavier's College (Autonomous), Kolkata

Bachelor of Commerce – Accounting & Finance

Kolkata, India

July 2019 – June 2022