

NERMINE NADER AHMED ALY

Senior GTM Engineer

RevenueHoop

Contact

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Personal Details

Single
August 23rd 1999

Languages

Arabic – Native Professional
English - Professional
French - Professional
Korean - Elementary

Key Skills

HubSpot, Apollo, Amplemarket,
Cognism, Clay, Crunchbase, Miro,
ZoomInfo, Jira, TalentLMS, Asana,
SFDC, SalesLoft, Genesis Cloud,
Google Workspace, Evaboot,
LinkedIn, LinkedIn Sales Navigator,
Modeling
Data Analytics,
M.S. Office

Background

I'm a multilingual Senior GTM Engineer with proven experience in B2B SaaS across sales, marketing, recruitment, and campaign management. My background includes working as a Senior Account Executive, Sales Development Representative, recruiter, and voice assessor. Most recently, I led outbound sales campaigns from the ground up, designing efficient systems that helped teams work smarter and close with confidence.

I've successfully owned and overachieved company OKRs, created full-funnel lead generation strategies, built hundreds of custom workflows in HubSpot, and managed CRM data hygiene and deduplication at scale. I'm highly proficient with tools like HubSpot, Apollo, Amplemarket, Cognism, Clay, Crunchbase, Miro, ZoomInfo, Jira, TalentLMS, Asana, SFDC, SalesLoft, Genesis Cloud, Google Workspace, Evaboot and LinkedIn Sales Navigator, and I enjoy creating structure that drives measurable results.

I thrive in fully remote environments that foster autonomy and initiative. Whether I'm optimizing outreach, developing training resources, or streamlining backend processes, I bring a strong balance of strategic thinking, operational know-how, and adaptability to every challenge I take on.

Experience

Senior GTM Engineer (Full-Time, Remote)

RevenueHoop – Egypt | Aug 2025 - Present

- Certified Clay & HubSpot Partner! 🏆
- HubSpot Expert.
- Deliver high-quality GTM engineering outputs that consistently meet or exceed industry standards and internal benchmarks.
- Develop, implement, and optimize go-to-market strategies to drive data accuracy, efficiency, and project success.
- Build, manage, and maintain Clay tables, ensuring seamless data flow, integrity, and reporting accuracy across complex datasets.
- Oversee large-scale data migrations, including deduplication, normalization, and enrichment workflows.
- Design and maintain scalable processes to support automation, system integrations, and campaign execution.
- Collaborate cross-functionally to align GTM operations with product, marketing, and sales objectives.

- Proactively communicate project status, dependencies, and timelines to ensure full transparency and alignment with stakeholders.
- Continuously identify process improvement opportunities and implement data-driven solutions to enhance GTM efficiency.

Sales Campaign Manager (Full-Time, Remote)

Work Motion – Germany | Feb 2023 – July 2025

- For this founding role, I built and led outbound sales campaigns from the ground up as the company's first ever Sales Campaign Manager.
- Designed and implemented 500+ workflows in HubSpot, including conditional logic, automation, data enrichment, integrations, and cleanup.
- Maintained CRM data hygiene: deduplication, optimization, GDPR compliance.
- Managed tools: Apollo, Cognism, ZoomInfo, CrunchBase, Amplemarket, Dealfront (Formerly Echobot), Clay, Miro, Sales Navigator, Evaboot.
- Worked on an internal training via TalentLMS and live roadmap sessions for sharing best practices to support the sales team.
- Created HubSpot dashboards and reports to measure campaign success and team performance.
- Experienced in Jira's team-managed projects and process workflows.
- Key contributor, manager, and owner of multiple OKRs that were achieved or overachieved.

Senior Bilingual Sales Development Representative (Full-Time, On-Site)

Teleperformance – Wyndham Hotels & Resorts – Egypt | Less than a year (2022)

- Managed all aspects of hotel reservations, including bookings, modifications, and cancellations.
- Delivered exceptional customer service by providing assurance and alternatives to enhance guest satisfaction.
- Consistently achieved the highest booking rates among peers, setting new daily performance standards.
- Utilized bilingual skills to effectively communicate with a diverse clientele, fostering strong customer relationships.
- Excelled in a fast-paced, multilingual customer support environment.

Senior Account Executive (Full-Time, Remote)

Motive (formerly KeepTruckin) – United States | July 2021 – June 2022

- Achieved 310% of monthly quota and 120% of quarterly quota.
- Used Arabic, English, and French to communicate and close deals across the US and global markets.
- Gained referrals and built lasting client relationships, often supporting post-sale.

Human Resources Recruiter (Part-Time, Remote)

Career Community – Egypt | October 2019 – September 2021

- Screened candidates in English and French, filtering profiles before final interviews.
- Received appreciation for excellence in candidate assessments and consistency.
- Supported onboarding and recruitment as a trusted POC.

Translator (Freelance, On-Site)

Al-Ahly Sporting Club – Egypt | Less than a year (2018)

- Acted as the official translator and guide for a French-speaking African national women's volleyball team during the 2018 African Championship held in Egypt.
- Facilitated smooth cross-cultural communication between players, coaching staff, and event organizers.
- Provided real-time interpretation and logistical support throughout the tournament, including team coordination, accommodation, scheduling and smooth local navigation.
- Ensured a seamless and welcoming experience for international participants while representing Egypt as a professional and reliable point of contact.

Teaching Assistant (Part-Time, Hybrid)

Private Center – Egypt | October 2016 – March 2017

- Supported a French teacher's classes by preparing study materials and simplifying novel content through engaging PowerPoint presentations.
- Created quizzes, corrected exams, and took full ownership of grading written assignments to support student learning and track progress.
- Developed summary sheets and reading aids to make complex literary texts more accessible and easier to understand for students.
- Contributed to a more interactive and student-friendly classroom environment through clear, structured, and creative teaching support

Education

2021

Bachelor's degree in international law and legal studies
University of Paris 1 Panthéon-Sorbonne | Graduated 2021

2017

High School Diploma, Collège De La Mère De Dieu.
Class 2017
Cairo, Egypt

Certification & Awards

- Certified Account Executive
- HubSpot Revenue Operations Training
- AI Generative: Fundamentals
- Achievement in Duplicate Management
- DELF B2 – French Language Proficiency
- DELF B1 – French Language Proficiency
- Appreciation Certificates in recruitment and voiceover assessments.