

# Saurav Kumar

GTM Engineer | RevOps Automation | Ex-Founder

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[\[Link to SIT Chrome Extension\]](#) | [\[Link to Notion Portfolio\]](#)

## Professional Summary

Technical founder turned GTM Engineer with 4 years of entrepreneurial experience bridging business strategy and technical infrastructure. Proven ability to identify revenue bottlenecks and build custom automation tools (JavaScript, APIs, AI) that accelerate Go-To-Market motions. Leveraging a strong foundation in full-stack development and hands-on B2B sales to design scalable CRM architectures, execute data migrations, and optimize outbound sales operations.

## Core Technical Skills

**GTM & RevOps:** HubSpot CRM Architecture, Data Migration & Hygiene, Lead Routing, Clay (Data Enrichment), n8n (Workflow Automation), Outbound Sequence Strategy, Aisensy (WhatsApp API).

**Languages & Frameworks:** JavaScript, React.js, Node.js, Kotlin, SQL (Basic), Chrome Extension Architecture (Manifest V3).

**Core Competencies:** API Orchestration, DOM Scraping, Full-Cycle B2B Sales, Technical Product Demos, Market Validation, Client Onboarding.

## Technical Projects

**Automated Outbound Engine** | n8n, Clay, Airtable, Groq

- Architected a zero-touch outbound state machine utilizing a single-table flat Airtable schema to track dynamic data states via automated timestamp polling.
- Engineered a 2-step contact enrichment waterfall in Clay, implementing zero-credit logic formulas to safely route null data and prevent API payload errors.
- Integrated Groq LLMs to synthesize raw job descriptions and automatically draft hyper-personalized, hallucination-free technical pitches directly into Gmail.

**SIT (Sales Intelligence Tool)** | JavaScript, Chrome Ext., Groq API

- Engineered and published a custom browser extension to the Chrome Web Store to streamline BDR workflows.
- Utilized content scripts for localized DOM scraping and engineered deep-link integrations to seamlessly export structured AI-generated payloads directly into Gmail.

## Work Experience

Nov 2025 – Present

**Founding BDR | Cupi (Fintech SaaS)**

Bangalore, India

- **CRM Implementation & Data Migration:** Spearheaded the operational transition from siloed Google Sheets to HubSpot CRM. Successfully mapped, formatted, and migrated a database of 1,100+ B2B contacts, establishing the foundational Deal and Contact architectures for the sales floor.
- **Sales Automation Engineering:** Designed, coded, and deployed "SIT", a Client-Side AI Agent Chrome Extension utilizing JavaScript and Manifest V3 to automate prospect research and eliminate manual data entry bottlenecks for outbound sequences.
- **API Orchestration:** Engineered a Bring Your Own Key (BYOK) architecture to securely route unstructured DOM-scraped data through Groq's Llama 3.3 API for context-aware email drafting.
- **Sales Lifecycle Management:** Managed the end-to-end inbound pipeline, converting marketing leads via technical product demos, executing client onboarding, and acting as the dedicated technical liaison.

Mar 2022 – May 2025

**Founder & Product Lead | Independent Ventures**

Delhi / Remote

- **Market Validation & B2B Prototyping (GrowthAI):** Built an MVP Learning Management System (LMS) using React. Executed a direct-sales GTM strategy, pitching to 50+ regional coaching centers to test product-market fit and gather real-world technical requirements.
- **GTM Operations & Communication:** Deployed and configured third-party SaaS platforms (Aisensy) for B2B clients. Managed CSV contact database ingestion and established automated WhatsApp broadcasting architectures to drive user engagement.
- **Full-Stack Product Development:** Managed the end-to-end technical lifecycle of a B2C travel application (Ghumo App), leveraging Kotlin, Jetpack Compose, and Firebase (Authentication, Real-time Database).

Sept 2021 – Oct 2021

**Business Analyst | Onato**

Lucknow, India

- Engaged regional wholesalers to extract and analyze market pricing data, providing critical business intelligence to inform operational strategy.