

Ravinder Khatana

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DOB: 06-06-1993

Data-driven GTM Operations Analyst with extensive experience in sales operations, process automation, and market research, seeking to leverage expertise in HubSpot, Salesforce, and data analytics within the computer software/engineering industry to optimize lead generation, enhance operational efficiency, and drive revenue growth. Aiming to contribute significantly to a forward-thinking organization by developing and implementing innovative strategies to improve sales performance and streamline GTM processes.

Professional Summary

- Accomplished GTM Operations and Market Research Leader driving significant improvements in lead quality, operational efficiency, and sales performance.
- Proficient in HubSpot and Salesforce CRM administration, ensuring data accuracy, pipeline hygiene, and optimized workflows.
- Expertise in designing and deploying automated research pipelines using Clay, n8n, Make, and HubSpot workflows resulting in around 55% improvement in efficiency.
- Skilled in developing dashboards for tracking SDR performance, intent signals, campaign effectiveness and pipeline readiness.
- Experience in SOP and ROE development to standardize sales execution and onboarding processes.
- Evaluated and integrated tools including Apollo, ZoomInfo, Outplay, Sprouts.ai, and Factors to strengthen lead generation by 50%.
- Built Warm Lead Engine using website intent signals significantly improving conversion rates.
- Executed 15+ intent-driven campaigns delivering high-intent leads to sales teams across multiple business segments.
- Mapped ICPS and conducted competitor analysis delivering account-level insights to improve SDR outbound personalization and engagement.
- Hands-on experience in python and other data analytics tools.

Soft Skills

- Communication
- Coordination
- Problem-solving
- Adaptability
- Collaboration

Technical Skills

- HubSpot CRM
- Salesforce CRM
- Apollo.io
- ZoomInfo
- Clay
- n8n
- Make (Integromat)
- Data Pipelines
- Market Research
- Data Operations

Work Experience

Jul 2024 - Jan 2026

GTM Operations & Market Research

Sprinto Technology Pvt. Ltd. (Remote)

Spearheaded initiatives to refine market research, automate workflows, and optimize CRM operations to drive sales effectiveness aligning with targeted job designation and industry.

- Directed market research and data operations strategies to enhance lead quality, elevate operational efficiency, and improve sales performance.
- Managed HubSpot CRM operations, upholding data accuracy, pipeline integrity, and structuring workflows integral to sales processes.
- Engineered and implemented automated research pipelines via Clay, n8n, Make, and HubSpot workflows, boosting research efficiency by 55-60%.
- Developed weekly and monthly dashboards for SDR performance tracking, intent signal analysis, campaign effectiveness, and pipeline readiness assessment.
- Formulated and deployed SOPs, ROEs, and operational guidelines to standardize sales execution and onboarding procedures.
- Evaluated and integrated Apollo, ZoomInfo, Outplay, Sprouts.ai, Bouncer, and Factors to augment lead generation capabilities.

Achievements:

- Recognized with the Transformation Award (Sprinto, Sep 2023) for pivotal contributions.
- Improved lead accuracy by over 50% through strategic data enhancement initiatives.
- Reduced operational time by 25-30 hours per week via strategic process automation.

Mar 2022 - Jul 2024

Market Research Executive (Remote)

Sprinto Technology Pvt. Ltd.

Focused on enhancing market intelligence and supporting sales development through detailed account research and process improvement initiatives.

- Delivered weekly batches of 800+ enriched accounts across US, EU, and APAC markets to support SDR teams.
- Constructed Sprinto's initial end-to-end Research SOP improving quality and consistency by 30%.
- Integrated sim.ai and Sprouts.ai to accelerate profiling and improve research accuracy.

Core Competencies

- GTM Strategy
- Sales Operations
- Process Automation
- Data-Driven Insights
- CRM Management

- Conducted ICP mapping, competitor analysis, compliance layer research, and tech stack identification to refine market understanding.
- Offered SDRs comprehensive account-level insights to enhance outbound personalization and engagement.

Achievements:

- Improved research quality and consistency by 30% through the development of a standardized research SOP.
- Enhanced SDR team effectiveness by providing comprehensive enriched account data.

Aug 2021 - Mar 2022

Sr. Business Development Executive

Doon Consulting

Delivered services focused on market intelligence, CRM integrity and enabling effective outbound strategies for global MNC clients.

- Supported global MNC clients providing tailored market research, profiling, and lead generation services.
- Developed ICP-based prospect lists facilitating targeted outbound campaigns.
- Maintained CRM data integrity ensuring high data accuracy across all client deliverables.

Achievements:

- Successfully enabled targeted outbound campaigns by delivering high-quality, ICP-aligned prospect lists.
- Enhanced client satisfaction and productivity by maintaining high CRM data accuracy.

Jan 2018 - Aug 2021

Market Researcher

Ameyo

Performed structured market research contributing to pipeline expansion and improved sales team efficiency by maintaining Salesforce CRM data accuracy.

- Conducted structured market research to identify and qualify prospective accounts for sales teams.
- Generated approximately 150 qualified accounts per week, contributing to a consistent pipeline flow.
- Collaborated closely with Inside Sales teams to ensure accuracy within Salesforce CRM system.
- Utilized LinkedIn, Data.com, ZoomInfo, LeadFerret, and Manta for research and analysis.

Achievements:

- Maintained a consistent generation rate of 150 qualified accounts weekly, supporting consistent pipeline development efforts.
- Enhanced sales team efficiency by providing well-qualified leads and maintaining CRM data accuracy.

Apr 2016 - Jan 2018

Research Associate

FDA Educator

Focused on research, webinar execution, and database management to support educational outreach to key industry professionals.

- Conducted webinars for professionals in the Healthcare, Pharma, and Food industries.
- Compiled and maintained attendee databases using primary and secondary research methodologies.
- Supported event promotion efforts and executed targeted outreach initiatives.

Achievements:

- Facilitated knowledge dissemination within key regulated industries through effective webinar delivery.
- Established comprehensive attendee databases supporting targeted marketing and outreach campaigns.

Jan 2016 - Apr 2016

Research Associate

ELI India

Focused on researching prospective clients and maintaining data integrity within the CRM system to support efficient sales and marketing initiatives.

- Researched ICP accounts and personas to support targeted sales and marketing campaigns.
- Maintained CRM hygiene across multiple research projects ensuring data consistency.
- Optimized CRM maintenance tasks to improve overall data integrity.

Achievements:

- Enhanced sales and marketing campaign effectiveness by providing well-researched ICP insights.
- Improved CRM data reliability through diligent maintenance efforts and streamlined task management.

Education

B.Sc. (Hons) ? Instrumentation

Bhaskaracharya College of Applied Sciences, University of Delhi

(2012 - 2015)

Achievements

- Awarded the Transformation Award from Sprinto in September 2023 for significant contributions to improving operational efficiency and sales performance.

Certifications

- **Data Analytics with Python**

Hobbies

Data Analysis, Process Automation, Market Research, Tech Trends, Webinars

Languages

English, Hindi