AMIT GAUTAM

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CAREER SNAPSHOT

GTM Engineer and Ex-Founder with 2+ years of hands-on experience across B2B SaaS and student markets. Scaled an EdTech platform from zero to **5,000+ registered students (2,100 paid and 2,900 free users)**; now executes outbound for ClickPost end to end, from custom list building and copywriting to live product demos and paid conversion. Skilled in funnel and cohort analysis, technical positioning, SQL, Python, and AI-led workflow automation (**Claude Code, MCP, n8n, Clay**).

WORK EXPERIENCE

GTM Engineer Intern | **ClickPost (Felurian Technology Pvt. Ltd.)** | Link **May 2026 – Present**

- **Spearheaded** full-funnel email (Instantly) and LinkedIn (HeyReach) outbound for ClickPost's Shopify Order Editing app across ∼**11,000 prospects** (**6,300 email sequences** and **4,658 LinkedIn connection requests**) with sales, marketing, engineering, managers, and founders, generating **122 total replies**, **36 positive replies** (15 email + 21 LinkedIn), **27 booked demos**, and co-closing **18 paying clients** alongside an Account Executive.
- **Overhauled** outbound messaging by diagnosing conversion drivers across **36 positive replies** and rewriting generic copy into shorter, personalized follow-ups that add value at every touchpoint, lifting the positive-to-total reply rate from **8.3% (3 of 36 replies)** to **53.3% (8 of 15 replies)** campaign-over-campaign.
- **Engineered** a zero-cost lead pipeline of **1,610 Shopflo checkout stores** in place of a **$250/month data tool**, generating **8 positive opportunities** across **3,166 emails sent**, converting **5 of 8 interested merchants into paying clients**, and surpassing the team's best-ever lead rate per email (**0.25% vs. 0.239%**).
- **Translated EU Directive 2023/2673** (online withdrawal rights) directly from primary legal sources into a regulatory compliance offer across **3,366 unique European merchants** (13,110 multi-touch emails), generating **36 unique replies** and **3 qualified sales opportunities**.

Founder & CEO | **Distance Connect (Skillzia Education Technologies Pvt. Ltd.)** | Link **May 2024 – Mar 2026**

- **Founded and scaled** a student-mentor EdTech platform to **5,000+ registered students (2,100 paid and 2,900 free users)** and **450 mentors** at ∼**INR 250 paid-channel CAC** on a lean **INR 40K monthly burn**; raised **INR 5.5 Lakh pre-seed** at an **INR 2.5 Cr valuation** and earned places in **DTU IIF** and the **Google, Microsoft, Zoho, and Dell** startup programs.
- **Presented 6 quarterly roadmap and business reviews** to a board of **5 investor-mentors**, backed by a **USD 4.8 Bn market sizing** from 12+ industry reports; resolved growth-versus-engineering trade-offs through phased releases and secured continued backing.
- **Directed** an **8-member cross-functional team** (tech, design, marketing, finance) through 2-week Agile sprints, shipping **15+ core features** shaped by **500+ user discovery interviews** and feedback touchpoints across 6 prototype cycles.
- **Streamlined** sign-up from **5 steps to 3** and redesigned the onboarding step where heatmaps showed **62% of users dropping off**, lifting onboarding completion by **27%**, activation from **34% to 52%**, and 7-day retention from **42% to 58%**.
- **Automated** weekly cohort reports in **Python (pandas)**, cutting analysis time by **92%** (from 4 hours to 20 minutes); reallocated **30% of acquisition spend** to WhatsApp referrals after finding **2.4x higher 30-day retention** than paid users, and grew organic sessions **43% in 90 days** by targeting 3 under-served regions.

Marketing Executive | **Bubbl Social** *(Fixed-term role, first semester)* **Aug 2023 – Oct 2023**

- **Executed** the college-vertical go-to-market through viral-loop mechanics, influencer partnerships, and campus activations, acquiring **1,300 active users in 7 weeks (1.7 months)**, **40% above target**.

PROJECTS

Outbound CRM | *Next.js, TypeScript, PostgreSQL, Neon, Vercel, MCP* | Link

- **Engineered** a custom CRM from scratch using **Next.js, TypeScript, PostgreSQL, Neon, and Vercel**, actively used today by a **5-member GTM team** as their daily system of record, unifying every cold-email (Instantly) and LinkedIn (HeyReach) reply into one record per prospect and processing **19.7K+ webhook events** with an automated nightly reconciliation job that recovers upstream dropped replies.
- **Decreased** the GTM team's **missed follow-up rate by 30%** by centralizing both channels into one pipeline from first reply to **demo booked**, assigning every warm reply an owner and a follow-up SLA through Slack alerts, reminders, and a fail-closed filter for shared workspaces.
- **Automated** sending-domain health monitoring (blacklists, SPF, DKIM, DMARC, warmup, and bounces), replacing manual spot checks with red/amber/green Slack alerts and integrating the CRM with **Claude through a custom MCP server**.

EDUCATION

B.Tech, Mechanical Engineering with Specialization in Automotive Engineering **Aug 2023 – Jun 2027**
Delhi Technological University (DTU), New Delhi

SKILLS

- **Sales & GTM:** ICP Building, Lead Generation, Lead Scoring, Cross-Functional Collaboration, Positioning & Messaging
- **GTM Tools:** Instantly, HeyReach, Clay, Apollo.io, Apify, Bitscale, Storeleads, PhantomBuster, OpenAI Ads, Zoho Campaigns, n8n, Zapier
- **Data & Analytics:** SQL, Python (pandas), Excel, Power BI, Google Analytics, Search Console, Mixpanel, Clarity, SimilarWeb
- **Technology & AI:** REST APIs, Webhooks, Next.js, TypeScript, PostgreSQL, Git, Vercel, MCP, Claude Code, Prompt Engineering