

SHIVANI PANDEY

Go-to-Market Engineer | GTM Automation | RevOps | Lead Operations

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LinkedIn | Portfolio | Projects

PROFESSIONAL SUMMARY

Go-to-Market Engineer with hands-on experience in B2B prospecting, ICP research, lead generation, data enrichment, outbound outreach, CRM operations, and workflow automation. Skilled in designing repeatable GTM workflows that connect lead data, prospecting, email outreach, and CRM processes. Experienced with Make.com, HubSpot, Apollo, Clay, Brevo, LinkedIn Sales Navigator, Google Sheets, and marketing analytics tools, with a strong understanding of sales and marketing alignment.

CORE COMPETENCIES

GTM Strategy & Workflow Design • ICP Research • Buyer Personas • TAM Research • Account Research • Prospecting • Lead Generation • Lead Enrichment • Data Cleaning & Deduplication • Lead Qualification • Cold Email Outreach • Personalized Outreach • Multi-Channel Outreach • CRM Management • Pipeline Management • GTM Automation • Workflow Automation • Sales & Marketing Alignment • Market & Competitor Research • Email Deliverability • API Integrations • Webhooks • Data Research & Analysis

SELECTED GTM PROJECTS

Automated Lead Outreach with Make.com & Brevo | [View Project](#)

- Built a workflow to streamline outbound email outreach using lead data and connected marketing systems.
- Used Make.com to automate workflow steps between lead data sources and Brevo for campaign execution.
- Created a repeatable process to reduce manual handling of lead data before outreach.
- Focused on improving operational consistency across lead preparation and email outreach.

Automated Lead Data Cleaning & Deduplication | [View Project](#)

- Built a workflow to process lead datasets and compare incoming records against existing data.
- Identified and separated new leads from duplicate records to support cleaner prospect databases.
- Organized processed records into appropriate sheets for more structured lead management.
- Created a repeatable data-cleaning process to reduce duplicate records and improve data quality.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Nebula Media UK

Jan 2025 – Apr 2026

- Managed on-page, off-page, and technical SEO activities to support organic search visibility and website performance.
- Conducted keyword research, content optimization, internal linking, and backlink-building activities.
- Planned, published, and optimized social media content and supported video and creative production.
- Used Google Analytics and Google Search Console to monitor website performance and identify optimization opportunities.

Digital Marketing Executive | Flowace.ai

Jul 2023 – Jan 2025

- Conducted ICP research and B2B account research to support targeted prospecting and lead generation.
- Used Apollo and LinkedIn Sales Navigator for prospect research, list building, and contact identification.
- Supported cold email outreach and personalized prospecting campaigns using Brevo.
- Worked across SEO, content marketing, lead research, and outreach, strengthening the connection between marketing and sales activities.

Video Editor | M S Academy

Feb 2022 – Jun 2023

- Created marketing videos, product demonstrations, social media reels, and visual content for digital campaigns.
- Supported social media content planning and publishing to improve consistency and audience engagement.
- Monitored content performance and contributed to content optimization based on engagement trends.

TECHNICAL SKILLS

CRM & Revenue Operations: HubSpot, CRM Management, Pipeline Management, Lead Management, Lead Qualification

Prospecting & Lead Generation: Apollo, LinkedIn Sales Navigator, HeyReach, Lusha, Account Research, Contact Research

Data Enrichment & Research: Clay, BuiltWith, Lead Enrichment, Data Cleaning, Data Deduplication, Market & Competitor Research

Automation: Make.com, Workflow Automation, Workflow Design, API Integrations, Webhooks, GTM Automation

Email & Outbound: Brevo, Cold Email Outreach, Personalized Outreach, Multi-Channel Outreach

Email Infrastructure: Email Deliverability, SPF, DKIM, DMARC, Domain & Email Validation, MillionVerifier

Analytics & Data: GA4, Google Search Console, Google Tag Manager, Looker Studio, Google Sheets, Airtable

Marketing & Web: WordPress, Canva, SEO, Content Optimization

EDUCATION

Post Graduation in Literature — IGNOU | 2019 – 2021

Graduation in Literature — Vinoba Bhave University | 2015 – 2018

Portfolio: kzashi.in | About: kzashi.in/about | Projects: kzashi.in/projects | Contact: kzashi.in/contact