

SOURAV SHARMA

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PROFESSIONAL SUMMARY

Revenue operations and GTM executive with 14+ years building scalable revenue engines across SaaS and technology. Proven track record leading cross-functional teams and architecting multi-channel demand generation programs, ABM-led sales strategies, and enterprise deal execution that drive predictable pipeline growth. Deep expertise in Salesforce and HubSpot administration with hands-on experience implementing modern revenue technology stacks including marketing automation, sales enablement platforms, and AI-powered GTM tools. Skilled at building high-performing teams, optimizing lead lifecycle management, and leveraging data and automation to scale revenue operations from startup through enterprise growth stages.

EXPERIENCE

Revenue & Marketing Salesforce Consultant

REDA ONE (Real Estate & Financial Technology, JP Morgan-Backed) | July 2025 – Dec 2025

- Led revenue and marketing operations with Salesforce Marketing Cloud, automating customer journeys and email workflows to boost enterprise engagement.
- Enabled partner sales by onboarding four Salesforce consulting firms.
- Launched REDA.Pay with targeted emails and persona-based campaigns for CFO and Finance.
- Integrated product telemetry with HubSpot and Salesforce to build health scores, adoption alerts, churn models, and renewal strategies.
- Ran multi-channel GTM and demand programs, including outbound email, LinkedIn outreach, ABM partner initiatives, and nurture campaigns to support enterprise sales.

Vice President, Revenue Operations, Marketing & Sales

WurkNow (AI-Powered Workforce Management SaaS) | Sept 2023 – June 2025

- Developed and executed LUNA AI's go-to-market strategy, including brand positioning, messaging, sales materials, and multi-channel campaigns to drive enterprise adoption.
- Built a demand generation system across LinkedIn, email, paid media, and ABM to ensure steady pipeline and demo flow.
- Unified SDR and AE teams with joint ABM playbooks and campaigns, shortening sales cycles and boosting win rates for key accounts.
- Developed and launched LUNA AI's go-to-market strategy, integrating brand positioning and multi-channel demand generation (LinkedIn, email, paid media, ABM) to drive enterprise adoption and ensure a robust pipeline.

- Deployed revenue tech stack (Salesforce CRM, Apollo, Clay, Instantly, Factors.ai, Google/LinkedIn Ads) to streamline sales engagement and measure performance.

Senior Sales & Marketing Manager

Code Brew Labs (Custom Software Development, \$1M+ ARR) | Jan 2023 – Aug 2023

- Executed multi-channel outbound demand programs across LinkedIn, email, and targeted vertical campaigns aligned with SDR motions, directly contributing to \$2.5M+ in closed revenue
- Leveraged HubSpot Marketing Hub for CRM optimization, nurturing workflows, and conversion funnel analytics while partnering with US GTM teams on segmented outbound campaigns
- Maintained strict CRM hygiene and opportunity tracking discipline, collaborating with US-based sales teams to execute account-based outreach and product demonstrations

Co-Founder & Chief Revenue Officer

Digital Code 13 (SaaS & Digital Services) | Mar 2021 – Jan 2023

- Built and scaled revenue organization from founding, managing cross-functional teams across sales, marketing, product, and client delivery with full P&L ownership
- Drove 50% increase in inbound leads through high-performance demand generation programs on LinkedIn and multi-channel marketing campaigns
- Oversaw SaaS product development and GTM execution, translating market insights into product features and launching campaigns that strengthened brand visibility and customer engagement
- Architected complete revenue operations infrastructure including HubSpot Marketing Hub Professional, custom CRM workflows, lifecycle automation, multi-channel campaigns (email, WhatsApp, SMS), attribution models, and business intelligence dashboards enabling predictable forecasting

AVP Sales & Marketing

Globacom (Enterprise Technology Solutions, \$100M+ Revenue) | Sept 2018 – Feb 2021

- Grew enterprise pipeline by 55% through integration of CRM intelligence and marketing analytics to drive data-backed outbound sales with team of 50+ across regional campaigns, boosting year-over-year digital revenue by 35%
- Implemented predictive lead scoring models and real-time dashboard tracking for go-to-market campaigns, reducing response time by 40% and improving sales efficiency
- Launched omnichannel retargeting strategy that increased deal closure rate by 25% across enterprise accounts

EARLIER CAREER EXPERIENCE

CMO, Gionee Mobiles | Nov 2016 – Sept 2018

Oversaw brand marketing and sales for a mobile device manufacturer during expansion.

CMO, Bharatiya Janata Party (Delhi) | Jan 2014 – Aug 2016

Managed digital marketing and operations for a political campaign, overseeing 100+ volunteers and driving large-scale digital outreach.

CMO, The Art of Living | Dec 2012 – Dec 2014

Built digital marketing infrastructure and online engagement programs for global non-profit organization

Sales Manager, Ng2i | Dec 2010 – Dec 2012

Marketing and sales operations

EDUCATION

Digital Marketing & Analytics, **Indian School of Business (ISB)**

Master of Business Administration - Marketing, **NEXT MBA**

Bachelor of Business Administration, **Lovely Professional University**

Data Science and Analytics - Currently Pursuing from IIT Roorkee

TECHNICAL SKILLS

CRM & Marketing Automation: Salesforce, HubSpot, Marketo, Outreach, Salesforce Marketing Cloud

Sales Enablement & Prospecting: Apollo, ZoomInfo, Clay, Instantly, CPQ Tools, Sales Navigator

Performance Marketing: Google Ads, LinkedIn Ads, Meta Business Suite, SEMrush, Ahrefs

Analytics & Business Intelligence: Tableau, Looker, SQL, Google Analytics 4, Factors.ai

Collaboration Tools: Jira, Confluence, Asana, Slack, Microsoft Teams

CERTIFICATIONS

- Revenue Operations - HubSpot Academy
- HubSpot Sales Hub Software and Social Media Marketing Certification
- LinkedIn Certified Marketing Insider
- LinkedIn Marketing Strategy Certification