

KARTIK PURAVANT

GTM Systems | Revenue Operations | Salesforce

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PROFESSIONAL EXPERIENCE

Sales Development Representative (First GTM Hire) | Sienna Charles

May 2026 – June 2026

- Built the firm's outbound GTM engine as its first dedicated hire: owned build-versus-buy, using HubSpot, Apollo.io, Instantly and Front, and rejected four vendors on cost and data quality
- Architected a two-track email sending system: one automated volume rail on warmed domains and one hand-researched rail on the primary domain, supported by deliverability design (domain warming and SPF/DKIM/DMARC)
- Engineered the sourcing pipeline and messaging architecture: qualified 815 targets from 1,082 records using an AI-assisted research system (Claude & Apollo), then wrote 10 first-touch templates across 2 audiences and 5 trigger types
- Defined the ICP from data: segmented the client list to isolate the four highest-retention client profiles, then designed the outbound scorecard measuring reply and meeting rates by trigger and channel

Salesforce Administrator (GTM Systems) | VanEck

March 2022 – September 2025

- Primary Salesforce admin and builder for a 100+ stakeholder revenue org: owned the data model, 30+ automated processes, Flows, validation rules and Apex, prioritizing 1,500+ requests by business impact
- Integrated Broadridge and Discovery feeds via Jitterbit ETL, moving hundreds of thousands of account, contact and asset records across a four-level hierarchy, with SOQL validation and REST API integrations
- Architected opportunity pipelines for four sales motions (national accounts, new ventures, EMEA and AU) and built a weighted US/EMEA sales activity model from discovery with sales leadership
- Designed territory and channel coverage across FA, RIA and ETF sales teams, owning the internal/external sales pairing map and data governance through deduplication, reconciliation and territory-rule alignment
- Delivered Cvent live campaign management end-to-end for ~70 users across 30+ events, building the integration that flowed 4,000+ registrations into Salesforce campaign and contact records
- Drove adoption of a CRM email-sync tool across 90+ users, reclaiming 215 hours of manual activity capture; trained 80+ users and designed 200+ reports and 6 dashboards
- Led the DemandTools to Cloudingo migration, cutting ~\$11K annually, and owned a 6+ platform vendor stack

Business Systems Analyst Intern | Hunt Energy

July 2021 – January 2022

- Gathered requirements from 8 teams and executives for an IT dashboard; retired a legacy hiring process across 5 teams

Technology Summer Analyst | VanEck

June – August 2021

- Designed a territory-management rule engine in Salesforce covering 10,500+ clients across 20 territories, and automated data backup with Python (Pandas), replacing 5+ hours of weekly manual work

PROJECTS

- Personal CRM (2026) - built a working CRM from scratch: data model, pipeline stages, contact and activity tracking
- Friedreich's Ataxia Research Tracker (2026) - built a tracker monitoring clinical-trial progress for a rare disease

TECHNICAL SKILLS

GTM & CRM: Salesforce (Certified Admin), HubSpot, Apollo.io, Instantly, Sales Navigator, Front, Clay

Build & Data: Apex, SOQL, Flow, REST APIs, Jitterbit ETL, Python, SQL, Tableau, Claude Code

EDUCATION AND AWARDS

The University of Texas at Dallas | B.S. Information Technology and Systems

Academic Excellence (~\$60k)

Emlyon Business School, Paris | Study Abroad

Scholarship (~\$4k)