Ravi Gupta

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Performance-driven SDR with 4+ years in SaaS, IT, and HRTech sales — building outbound engines, generating high-quality pipelines, and driving GTM success. Experienced in B2B prospecting, cold outreach, and client engagement, with a passion for using data and AI tools to accelerate sales growth.

Key Skills

Sales & CRM Tools: HubSpot, Apollo, Mailjet, Smart Lead , Sales Navigator, Bitscale etc.

Account-Based Prospecting: Expert in strategic account research & Skilled in engaging high-value accounts with customized outreach strategies.

Multi-Channel Outreach: Cold calling, personalized emails, LinkedIn prospecting & video messaging

Multi-Threading: Engaging multiple stakeholders to drive deal success.

AI & Sales Tech Proficiency: Hands-on experience with AI-driven insights tools

Sales Optimization: Expertise in setting up sales tools and outbound workflows with automation and CRM integrations

Professional Experience

Northstarz.ai **Bangalore**

Founding SDR Team Lead (Full-Time) Mar 2025 - Present

- Exceeded SDR targets (22–25 outbound meetings vs. 18), closing 7 accounts and generating 50,000 MRR from mid-level startups.
- Led outbound strategy from scratch: defined ICPs, built pipelines, and enabled AEs to close high-value deals, including enterprise accounts.
- Implemented GTM automation with Bitscale, HeyReach, and Instantly, combining LinkedIn and email outreach for higher ROI.
- Mentored 2 SDRs, developing their skills in prospecting, ICP definition, and pipeline management.

Skills: Market & ICP Research, Data-driven Decision Making, Sales Metrics & Reporting,Lead Generation & Qualification etc.

Datamatics Business Solution **Mumbai**

Sr. BDR (Full-Time) Aug 2024 - Mar 2025

- Managed 7–10 US-region campaigns, generating leads across startups to 10k+ employee enterprises using account-based targeting.
- Consistently booked 4–5 appointments per month against a target of 2, driving high-quality opportunities for deals.
- Achieved 200–250% of monthly targets month-on-month through data-driven outreach and precise ICP alignment.

Skills: Revenue Growth & Conversion Optimization, SaaS, NAAS & Cloud Solutions Knowledge, Appointment Setting & Pipeline Management etc.

Graphy **Remote**

BDR (Full-Time) Jul 2023 - Jul 2024

- Onboarded and managed relationships with 70+ top creators across APAC, driving engagement and retention.
- Led market research and targeted outreach, consistently generating ?1.5 lakh+ in monthly recurring revenue (MRR).
- Collaborated with marketing to optimize acquisition campaigns, contributing directly to creator growth and platform revenue.

Skills: Revenue Growth & MRR Generation, Customer Retention & Engagement, Account-Based Targeting,etc

Jaro Education **Mumbai**

Sales manager (Full-Time) Dec 2022 - Jul 2023

- Sold MBA and executive programs from top institutes like IIM, Symbiosis, and DY Patil to working professionals.
- Consistently achieved ?25 lakh+ in monthly revenue, ranking among the top performers on the sales team.
- Drove conversions through personalized counseling, strong communication, and strategic lead nurturing.

Skills: Objection Handling, Negotiation Pipeline Management, Deal Qualification (BANT) Closing, Value-Based Selling etc.

Byjus **Bangalore**

Senior BDR (Full-Time) Mar 2021 - Nov 2022

- Worked across K9, K12, and UPSC segments, driving sales and managing end-to-end client engagement.
- Recognized as a top performer in the team for consistently exceeding monthly sales targets.
- Achieved ?4 lakh+ in monthly revenue through consultative selling and strong relationship management.

Skills: Outbound Prospecting, Inbound Lead Management, Objection Handling, Buyer Persona Analysis, Discovery Call, Tool Evaluation and Selection, CRM Proficiency, Personalized Outreach

Certifications

- **Email Marketing - HubSpot**
  Issued on: Dec 2023
- **Inbound Sales - HubSpot**
  Issued on: Dec 2023

Education

Dy Patil University — **Mumbai**
DY Patil University logo D Bachelor of Science - BS , Hospitality Administration/Management - Hospitality — Jul 2017 - Sep 2020
69 %

Saket College — **Mumbai**
HIGHER SECONDARY CERTIFICATE EXAMINATION - Science — Jul 2015 - May 2017

Augment.org — **Remote**
MBA for Entrepreneurs (Online) - International Business — Oct 2025 - Present

Achievement

- Achieved 150%+ SDR quota and early outbound traction at Northstarz.AI, winning **Champ of the Month**; closed ?1.5L+ MRR at Graphy and generated ?25L+ monthly revenue at Jaro, also earning **Champ of the Month**; delivered ?4L+ monthly revenue at BYJU’S across K-12 and UPSC segments through consultative selling.