



Tanuj Rachapudi

GTM Technology & Operations

Work Experience

Fractional GTM Engineer and Indie Dev

Hypervelocity.io | Career Break | 2026 - Present

- Fractional GTM Engineer at **hypervelocity.io**, an AI services firm: designing and running the outbound GTM system, from ICP definition and list building in Clay to outreach experiments, measurement, and turning learnings into strategy.
- Going deep on **AI-assisted development**: building tanuj.fyi (portfolio site, Next.js/TypeScript) in public, shipping micro-products, and exploring AI GTM tooling such as agents, enrichment, and workflow automation.

Lead - GTM Engineering

Freshworks, India | 2024 - 2026

- Re-implemented Outreach** for an instance supporting 1,000+ sellers by replacing a custom Workato-based CRM integration with the native Salesforce connector.
- Facilitated **Agentforce** implementation to modernize website chatbot workflows, replacing legacy **Freshchat** flows with a scalable, Salesforce-integrated experience.
- Engineered **RevenueHero** workflows for SMB demo scheduling, **reducing time-to-demo by 4x** and **increasing pipeline generation by 50%**.
- Onboarded 600+ sellers to Outreach, serving as SME for enablement, administration, tech support, and program management across all Outreach initiatives.
- Replaced **Gong.io** and **Freshcaller** with **Outreach Kaia** and **Voice**, enhancing sales intelligence and contact center capabilities, **saving \$250K annually**.
- Proactively evaluated and piloted emerging **AI GTM tools** (e.g. voice agents, intent signals, dialers) to improve rep productivity and drive tooling innovation.

Lead - Marketing Operations

Freshworks, India | 2021 - 2024

Promoted from Specialist to Lead | 2023

- PLG Operations**: Partnered with Product teams to manage and optimize complex email workflows across CX, ITSM, and CRM product lines.
- Conversion Rate Optimization**: Led web experimentation and personalization initiatives to boost on-site conversions.
- Campaign Operations**: Owned end-to-end email campaign execution for a customer base of 2M+, driving engagement across lifecycle stages.
- Campaign Processes**: Streamlined campaign planning, tracking, lead flow, and performance reporting for Marketing stakeholders.
- Event Execution**: Delivered 100+ webinars and virtual events via BigMarker and Zoom, enabling lead generation and post-event nurtures.
- Tool Integrations**: Supported MAP/CRM migrations, tool integrations, and change management initiatives in partnership with MarTech.

Product Marketer

Zoho Corporation, India | 2018 - 2021

- Collaborated with cross-functional teams to deepen product understanding and enhance content for ManageEngine MDM Plus.
- Hosted product trainings and demand gen webinars to drive awareness, demo requests, and cross-sell.
- Created SEO-driven user education and inbound content, including help docs, FAQs, blogs, ebooks, video scripts, and sales collateral.
- Managed ~\$175K/month in Google Ads, optimizing copy and landing pages based on trends and competitor insights.

Educational History

B.E. Mechanical Engineering (2013 - 2017)

St. Joseph's College Of Engineering - Chennai

K-12 Education (1998 - 2013)

Chettinad Vidyashram - Chennai

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About

A versatile B2B SaaS professional with 8 years of experience spanning **Sales Technology, Marketing Operations, Product Marketing, and Technical Writing**. I use AI and automation to make Marketing and Sales teams faster.

Tools & Tech

SalesTech

Outreach, RevenueHero, Orum, Relevance AI, Clay, Gong, ZoomInfo, Lusha, LSN

CRM & MAP

Salesforce, Freshsales, Zoho CRM, Marketo, Freshmarketer, HubSpot

Chatbots

Agentforce, Freshchat

CRO & ABM

Optimizely, Demandbase, Zarget

Orchestration

Zapier, Tray.io, Workato

Front-End & Dev

HTML, CSS, JavaScript (Intermediate), Next.js, React, TypeScript, Tailwind, Claude Code

Webinars & Events

Zoom, Goldcast, BigMarker, GoToWebinar, eWebinar

Content & Web

PathFactory, Contentful, Integrate, Apostrophe, Wordpress