# AMIT GAUTAM

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## CAREER SNAPSHOT

**Ex-Founder and builder** with 2+ years across a consumer EdTech product and B2B SaaS. Built a student-mentor platform from zero to **5,000+ registered students (2,100 paid, 2,900 free)**, shipping **15+ features** and raising activation from **34% to 52%**. Uses **SQL and Python** for funnel and cohort analysis, and builds working software (**Next.js, PostgreSQL**) with AI tools. B.Tech student at DTU, graduating 2027.

## WORK EXPERIENCE

**GTM Engineer Intern** | **ClickPost (Felurian Technology Pvt. Ltd.)** | Link **May 2026 – Present**

- **Ran** the acquisition funnel for ClickPost's Shopify Order Editing app from list building to live product demos and paid conversion: ∼**11,000 prospects** (**6,300 by email**, **4,658 on LinkedIn**), **122 replies**, **36 positive**, **27 demos booked** and **18 paying clients**, co-closed with an Account Executive.
- **Diagnosed** what drove conversion across **36 positive replies** and replaced generic copy with shorter, personalized follow-ups; the positive share of replies rose from **8.3% (3 of 36)** to **53.3% (8 of 15)** in the next campaign.
- **Built** a zero-cost pipeline of **1,610 Shopflo-checkout stores** in place of a **$250/month data tool**; **3,166 emails** brought 8 interested merchants, **5 of whom became paying clients**, the team's best lead rate per email (**0.25% vs 0.239%**).
- **Read EU Directive 2023/2673** (online withdrawal rights) in the primary legal text and turned it into a compliance offer for **3,366 European merchants** (13,110 emails), producing **36 unique replies** and **3 qualified sales opportunities**.

**Founder & CEO** | **Distance Connect (Skillzia Education Technologies Pvt. Ltd.)** | Link **May 2024 – Mar 2026**

- **Built** a student-mentor platform from zero to **5,000+ registered students (2,100 paid, 2,900 free)** and **450 mentors** at ∼**INR 250 paid-channel CAC** on **INR 40K monthly burn**.
- **Cut** sign-up from **5 steps to 3** and redesigned the onboarding step where heatmaps showed **62% of users dropping off**; onboarding completion rose **27%**, activation went from **34% to 52%** and 7-day retention from **42% to 58%**.
- **Shipped 15+ core features** shaped by **500+ user discovery interviews** and feedback touchpoints across 6 prototype cycles, leading an **8-member team** (tech, design, marketing, finance) in 2-week Agile sprints.
- **Automated** weekly cohort reports in **Python (pandas)**, cutting analysis from 4 hours to 20 minutes; moved **30% of acquisition spend** to WhatsApp referrals after finding **2.4x higher 30-day retention** than paid users, and grew organic sessions **43% in 90 days** by targeting 3 under-served regions.
- **Presented 6 quarterly roadmap and business reviews** to a board of **5 investor-mentors**, backed by a **USD 4.8 Bn market sizing** from 12+ industry reports; resolved growth-versus-engineering trade-offs through phased releases.
- **Raised INR 5.5 Lakh pre-seed** at an **INR 2.5 Cr valuation**; selected for **DTU IIF** and the **Google, Microsoft, Zoho and Dell** startup programs.

**Marketing Executive** | **Bubbl Social** *(Fixed-term role, first semester)* **Aug 2023 – Oct 2023**

- **Launched** the college vertical through viral-loop mechanics, influencer partnerships and campus activations, acquiring **1,300 active users in 7 weeks**, **40% above target**.

## PROJECTS

**Outbound CRM** | *Next.js, TypeScript, PostgreSQL, Neon, Vercel, MCP* | Link

- **Designed and built** an internal CRM, used daily by a **5-member GTM team** as its system of record, that merges every cold-email (Instantly) and LinkedIn (HeyReach) reply into one record per prospect.
- **Cut** the team's **missed follow-up rate by 30%** by putting both channels in one pipeline from first reply to **demo booked** and giving every warm reply an owner and a follow-up SLA, with Slack alerts and reminders.
- **Processed 19.7K+ webhook events** with a nightly reconciliation job that recovers replies dropped upstream; automated sending-domain health checks (SPF, DKIM, DMARC, blacklists, bounces) with red/amber/green Slack alerts, and connected the CRM to **Claude through a custom MCP server**.

## EDUCATION

**B.Tech, Mechanical Engineering with Specialization in Automotive Engineering** **Aug 2023 – Jun 2027**
Delhi Technological University (DTU), New Delhi

## SKILLS

- **Product:** User Discovery Interviews, Roadmapping, Funnel & Cohort Analysis, Onboarding & Activation, Agile Sprints, Cross-Functional Collaboration, Go-to-Market, Positioning
- **Data & Analytics:** SQL, Python (pandas), Excel, Power BI, Mixpanel, Google Analytics, Clarity, Search Console, SimilarWeb
- **Technology & AI:** REST APIs, Webhooks, Next.js, TypeScript, PostgreSQL, Git, Vercel, MCP, Claude Code, Prompt Engineering
- **Automation & Growth Tools:** n8n, Zapier, Clay, Apify, Instantly, HeyReach, Jira, Notion, Micro, Confluence