

Madhuri Patel

SDR / BDR / Growth – B2B Outbound, Cold Email and LinkedIn

Location: Ahmedabad, India | Open to Remote | Available to join immediately

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SUMMARY

SDR, BDR and growth professional with 3 years of B2B and SaaS outbound experience across cold email, LinkedIn outreach and cold calling. Built an in-house growth engine that generated **600 warm leads** and **34+ booked sales calls**, with a 17% reply rate on positioning-led LinkedIn outreach. A former React developer who builds her own scrapers, enrichment workflows and automations, and tracks every lead and experiment in the CRM.

CORE SKILLS

Outbound & Sales: Outbound prospecting, lead generation, lead qualification, cold calling, cold email, LinkedIn outreach, multi-touch sequences, discovery calls, product demos, objection handling, pipeline management, meeting booking

Growth & Automation: Growth experiments, A/B testing, funnel analysis, ICP definition, data enrichment, Python web scraping, n8n, Zapier, email deliverability (SPF, DKIM, DMARC), copywriting, GA4

Tools: HubSpot, Zoho CRM, Apollo, LinkedIn Sales Navigator, Clay, Lusha, ZoomInfo, PlusVibe, Instantly, SendPilot, Aimfox, Apify, Google Sheets

PROFESSIONAL EXPERIENCE

Tender247

Sep 2024 – Apr 2026

Business Development Executive (Technical Sales & Client Acquisition)

Ahmedabad, India

- Made 55 to 60 cold calls a day to B2B prospects for a SaaS tender platform, using value-based positioning that reached a 2.5% response rate.
- Ran live product demos built around each prospect's problem and handled objections on price, switching effort and results over email and calls.
- Built a repeatable lead-tracking process in the CRM and Google Sheets covering outreach, demo booking and scheduled follow-ups, so no lead was dropped.

Dizayn.io

Apr 2023 – May 2024

Sales Development Representative (SDR)

Ahmedabad, India

- Built an in-house outbound growth engine for a product studio selling to startups through Series B, generating **600 warm leads** and booking **34+ sales calls**.
- Ran LinkedIn outreach across 6 accounts with Sales Navigator, SendPilot, Aimfox and Apify, engaging about 180 prospects a day and reaching a **17% reply rate** with problem-led messaging.
- Launched cold email to a 50K-lead list with A/B tested subject lines and copy (1.2% reply rate), on infrastructure set up with SPF, DKIM and DMARC across 120 mailboxes and 45 domains.
- Built Python scrapers and n8n and Clay enrichment workflows that sourced and enriched up to 50,000 leads a month, and managed the HubSpot pipeline from first touch to booked call.

Xcitech Technologies

May 2022 – Apr 2023

Frontend Developer (React)

Ahmedabad, India

- Built responsive React interfaces with Redux and REST APIs, and learned automation, scraping and prospecting tools that led into sales.

EDUCATION & CERTIFICATIONS

BCA (Bachelor of Computer Applications), Delhi University | 2019 – 2021