

Subhan Khalid

Cold Email Infrastructure & Deliverability

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Availability: Remote · US Eastern business hours

SUMMARY

Outbound lead generation specialist with 6+ years building and managing cold email systems for B2B SaaS, agencies, AI companies and professional service businesses. I own the complete process: ICP development, list building, infrastructure setup, deliverability, campaign execution, copy, reply handling and CRM. Strong on the technical side, from SPF, DKIM and DMARC to mailbox management and inbox placement at scale.

KEY ACHIEVEMENTS

- Delivered 20,000+ qualified leads across B2B cold email campaigns.
- Launched and managed 1,000+ outbound campaigns across SaaS, AI, agency and professional service clients.
- Sent millions of cold emails through large-scale outbound systems while maintaining deliverability best practices.
- Built and managed cold email infrastructure: domains, inboxes, SPF, DKIM, DMARC, mailbox warmup and inbox placement optimisation.
- Experienced across the full outbound lifecycle, from ICP development and lead sourcing to copy, campaign management, deliverability, reply handling and CRM.
- Worked across multiple outbound agencies supporting client acquisition and pipeline generation.

EXPERIENCE

Outbound Lead Generation Lead — Nextus AI

2025 — Present | Remote

- Lead multi-channel outbound (cold email and LinkedIn) for B2B clients, owning strategy through to booked meetings.
- Manage campaign strategy, lead generation operations and weekly outbound performance tracking.
- Build and optimise prospecting workflows that lift reply rates and qualified opportunities.
- Oversee sending infrastructure, deliverability and the operational processes behind every campaign.
- Partner with client sales teams to improve lead quality and conversion into pipeline.

Cold Email Strategist / SDR — Nerdy Joe

2024 — 2025 | Remote

- Managed 50+ end-to-end cold email campaigns for SaaS, agency, AI and professional service clients.
- Defined ICPs and built targeted prospect lists using Apollo, Sales Navigator, Clay and enrichment tools.
- Created personalised sequences and messaging frameworks that booked hundreds of qualified meetings.
- Configured and managed sending infrastructure: domains, inboxes, SPF, DKIM, DMARC, MX records, tracking domains and mailbox warmup.
- Ran weekly A/B tests on subject lines, messaging angles, CTAs and send schedules.
- Managed deliverability with Smartlead, Instantly, GlockApps, Google Postmaster and Spamhaus / blacklist monitoring.
- Qualified inbound responses and routed opportunities into HubSpot and Pipedrive, compliant with GDPR, CAN-SPAM, CCPA and CASL.

Cold Email Specialist — Mail2Lead

2022 — 2024 | Remote

- Built prospect databases of 500,000+ verified contacts using Apollo, ZoomInfo, Sales Navigator, BuiltWith, Hunter and Snov.io.
- Researched prospects using tech-stack data, hiring signals, growth indicators and intent-based filters.
- Set up cold email infrastructure from scratch: domain acquisition, DNS configuration, mailbox provisioning and warmup management.
- Developed and optimised copy, subject lines and CTA frameworks based on campaign performance data.
- Managed CRM records, lead status and pipeline updates in HubSpot and Close.io.
- Ran multiple client campaigns at once while holding deliverability and compliance standards.

SKILLS

Outbound lead generation: ICP development, prospect research, list building, lead qualification, appointment setting, multi-step outreach sequences.

Infrastructure & deliverability: SPF, DKIM, DMARC, DNS management, domain strategy, mailbox warmup, sender reputation, inbox placement, blacklist monitoring, deliverability auditing.

Copywriting: Personalised outreach, sequence development, subject line and A/B testing, CTA optimisation, objection handling, Liquid and Spintax.

Analytics & reporting: Google Sheets, campaign reporting, KPI tracking, performance analysis.

Outreach platforms: Smartlead, Instantly, Lemlist, Reply.io, Salesloft

Data & enrichment: Apollo, Clay, ZoomInfo, Sales Navigator, Hunter, Snov.io, BuiltWith, Wappalyzer

CRM systems: HubSpot, Salesforce, Pipedrive, Close.io

Deliverability tools: GlockApps, MailGenius, MXToolbox, Google Postmaster

EDUCATION

COMPLIANCE

GDPR, CAN-SPAM, CCPA and CASL across U.S., EU and Canadian outreach.