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Availability Remote • US Eastern business hours

Subhan Khalid

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.

20K+

QUALIFIED LEADS DELIVERED

1,000+

CAMPAIGNS LAUNCHED

6+

YEARS IN OUTBOUND

3

AGENCIES, FULL OWNERSHIP

EXPERIENCE

2025 – Present
Remote

Outbound Lead Generation Lead

Nextus AI

- 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.

2024 – 2025
Remote

Cold Email Strategist / SDR

Nerdy Joe

- 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

- 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.

CAPABILITIES

Outbound lead generation

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

Copywriting

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

Infrastructure & deliverability

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

Analytics & reporting

Google Sheets, campaign reporting, KPI tracking, performance analysis.

TOOLS

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

Bachelor of Economics

COMSATS University · Islamabad

COMPLIANCE

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