# Gaurav Sah

**GTM ENGINEER | DIGITAL MARKETING EXECUTIVE**

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## Professional Summary

Digital marketer and entry-level GTM engineer with freelance and agency experience across SEO, content, analytics, email, and automation. Built a signal-based outbound project and automated about 60-70% of recurring marketing work at Presenton AI.

## Areas of Expertise

- GTM & Outbound Systems
- Account Scoring
- Technical & On-page SEO
- Content Strategy
- GA4 & Search Console
- WordPress & Shopify
- Email Marketing
- API Automation
- Website Audits

## Career Highlights

**GTM Signal Engine:** Built a Python tool that researches buying signals, scores accounts against an ICP, and generates personalized outbound first lines; tested on 40 B2B SaaS accounts.

## Professional Experience

**Marketing Specialist | Presenton AI (Kinu Tech Pvt. Ltd.)** 3 months

- **SEO:** Guided SEO with Google Search Console and Ubersuggest; built blogs, enterprise guides, comparison pages, and landing pages.
- **Analytics:** Used GA4, Mixpanel, and Search Console data to guide marketing decisions and reporting.
- **Automation:** Built an agentic AI workflow on the WordPress REST API that automated blog and enterprise post production; roughly 60-70% of recurring SEO, email, analytics, and reporting work was automated.

**Designer & Digital Marketer | Digital Ghumti** 11 months

- **Design & Marketing:** Delivered branding, UI/UX, and digital marketing work as an intern, which led to a role lasting 11 months on client projects.
- **Audits:** Audited client websites for content, design, usability, and performance, and presented findings in reports and presentations.

**Freelance Digital Marketing & Web Partner | Freelance** Jun 2023-Present

- **Paws & Paradise:** Co-built the Shopify/Next.js storefront with on-page SEO, which scores 100 SEO, 99 Accessibility, and 98 desktop Performance on Google PageSpeed Insights.
- **Cropsewa:** Created the brand identity and built Cropsewa.com in Next.js, which scores 100 SEO, 100 Accessibility, and 95 mobile Performance on PageSpeed Insights.

## Education

**BCA, Computer Programming, Specific Applications**
Kathford International College of Engineering and Management | Tribhuvan University | Feb 2021-Aug 2026

## Technical Proficiencies

Python, ATS APIs, Signal Research, ICP Scoring, Outbound Personalization, API Integrations, Technical SEO, Google Search Console, GA4, Mixpanel, Content Strategy, WordPress REST API, Shopify, Next.js, Lifecycle Email