Rudra Trivedi

GTM Engineer | Strategy, RevOps & Operations

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GTM engineer and generalist operator with 2 years across Product, GTM, and Operations at an early-stage B2B AI SaaS startup. Now freelancing: I design and automate sales, RevOps, and go-to-market systems, craft product marketing, and build websites. I work closely with founders to turn ambiguous problems into measurable outcomes.

Experience

Freelancer | GTM Engineer Aug 2026 – Present

Independent *Mumbai, India*

- **Design and automate sales, RevOps, and GTM systems** for founders and business owners, end to end.
- Craft **product marketing**: messaging, positioning, and go-to-market plans for what to say, to whom, and how.
- Design and build **websites** for small businesses: clear pages, mobile friendly, and live and ready to use.

Founder's Associate / Product Manager Sep 2024 – Aug 2026

mple.ai | B2B AI SaaS *Mumbai, India*

- Worked across **Product, GTM, Operations, Hiring, and Compliance**, owning cross-functional initiatives requiring coordination between founders and execution teams.
- Acted as the **operating bridge between founders and a 9-member product and engineering team**, running daily standups, cross-functional syncs, sprint coordination, and follow-ups to keep priorities moving.
- **Reduced client onboarding time by 70% (7 days to 2 days)** by restructuring workflows, identifying operational bottlenecks, and improving post-onboarding product enablement.
- Improved **product adoption by 30% and feature activation by 25%** through customer feedback, workflow improvements, product demos, and UI/UX initiatives.
- Led **0-to-1 ideation and strategic roadmap development** for an AI-powered agentic LMS, translating business requirements and customer problems into product priorities.
- Built and ran GTM initiatives that generated **100+ qualified leads in four months**, owning ICP definition, LinkedIn outbound, messaging, campaign execution, and performance tracking.
- Supported hiring across **Product, Customer Success, and QA**, including candidate evaluation and coordination, while training Operations teams on product workflows and enablement.
- Owned cross-functional workstreams for **ISO 27001, SOC 2, and GDPR readiness**, coordinating with external security partner Scrut.io, internal stakeholders, evidence collection, and employee audit training.

Projects

f1rstword | Account copilot for B2B sales *GitHub | Demo video | Project page*

- Built a copilot that **finds target companies and people, tracks buying signals** (hiring, funding, news), and **scores inbound leads and alerts the rep in about 10 seconds**, with briefs before meetings and HubSpot kept in sync. Outreach stays manual: nothing is sent to prospects.
- **Impact:** reps spend their day on conversations and closing instead of research, CRM updates, and call prep, and hot leads never wait.

AI Research Brief | mple.ai *Case study*

- Automated a **"new reply" email to the sales team with an AI brief** on every LinkedIn reply: company and prospect research, reply decoded, suggested reply, demo use cases, discovery questions, and positioning.
- **Impact:** saved about 30 minutes of manual research per lead, per sales rep, and better prepared pitches and conversations.

Education

Universal College of Engineering Mumbai, India

Bachelor of Engineering in Artificial Intelligence and Machine Learning | ***CGPA: 8.78*** *Aug 2020 – May 2024*

Skills & Tools

Skills: GTM Engineering, AI & Automations, Go-to-Market Strategy, Product Marketing, Workflow Design, RevOps, Lead Generation, Product Management, Product Operations, Cross-functional Execution, Strategic Projects, Stakeholder Management, Process Improvement

Tools: ClickUp, Linear, Slack, MS Teams, Apollo.io, Lusha, Clay, Instantly.ai, HeyReach, Konnector.ai, HubSpot, Zoho, Supabase, Google Apps Script, Claude Code, Cursor, Git/GitHub, APIs, Webhooks