

Dhrumil Shah

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Tcules

Growth Manager

Ahmedabad, India · Jul 2026 – present

- Research and qualify target accounts, and verify the buyer and a dated signal before anyone reaches out; each account is marked reach out, hold or drop, with the reason written down.
- Plan account-based campaigns and develop the personalised outreach for the studio's LinkedIn outbound to founders and product leaders at B2B software and AI-product companies in the US and Europe.
- Set up campaign QA and approval workflows, and run the lead-generation review every week: planned, done, evidence, meaning, decision.
- Coordinate campaigns, leads and priorities with leadership and sales.
- Structured and wrote seven case studies now live on tcules.com, with the designers who did the client work.
- Built AI-assisted growth workflows, including the Growth Operator, which researches, qualifies, drafts and stages outbound for a person to review. It is a shadow-mode pilot, not yet proven end to end. A newsletter is in build.

Uplers

Sales and Marketing Executive

Bhavnagar, India · Nov 2025 – Jun 2026

- Sold vetted engineering talent to founders and CTOs in North America, the UK, Europe and Australia across seven inbound and outbound lead sources; ran 50+ discovery calls and qualified 30 to 35 opportunities a month.
 - About half of sales-qualified leads reached a confirmed hiring requirement over a two-to-three-call cycle; held 10 to 15 percent success fees under pushback and coordinated MSAs across 10+ countries.
 - Built the systems around the volume: research-first outbound with persona-specific openers, Kata (AI review of every call against a ten-part rubric), an Apps Script pipeline dashboard that rebuilds from raw data, an objection library and a pre-call brief.
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PGDM, Marketing Management

Humber College, Toronto

2022 – 2023 · GPA 3.5/4

B.A. (Hons.), Economics

Pandit Deendayal Energy University (PDEU)

2017 – 2021 · CGPA 8.6/10

Canadian Securities Course, cleared

CFA Level I, sat it, did not pass, not done with it

COMMERCIAL

Discovery · Qualification · Objection handling · Negotiation · Contract coordination · Team coaching

GROWTH

Account research · Outbound · Case-study proof · Weekly review

TOOLS

HubSpot · Sales Navigator · Apollo · Clay · n8n · Claude · Apps Script · Google Sheets

LANGUAGES

English · Gujarati · Hindi

Chatr Mobile / Rogers Communications

Sales Representative to Sales Supervisor

Toronto, Canada · Oct 2022 – Aug 2025

- Joined as a sales representative while completing the PGDM at Humber, selling phone plans face to face across the Chatr and Rogers brands; promoted to supervisor across three retail locations and a team of five.
 - Owned daily revenue, training and coaching to KPIs, shift operations and KPI tracking across the three stores.
 - Moved into outbound small-business sales across the Greater Toronto Area, from cold outreach to signed agreement.
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Zomato

City Growth Manager

Bhavnagar, India · Dec 2021 – Jul 2022

- Part of the team opening smaller towns, Mahuva and Palitana in Gujarat and then Diu: researched expansion towns and signed 30+ restaurant partners a quarter after launch through outreach, demos and negotiation.
 - Part of the team that took Mahuva from about 600 to about 9,000 orders a month over one quarter; restaurant supply was my part.
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IndiBlenders

A dessert brand, started with friends

Oct 2020 – Mar 2021

- Indian sweets in Western desserts. Ran everything except the baking: the pricing, finding the demand, working out delivery.