

BISWAJIT PRADHAN

Fractional CMO • Marketing Operations Consultant • SaaS Founder • Email & Lead Gen Systems

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Upwork: [upwork.com/freelancers/pradhan](https://www.upwork.com/freelancers/pradhan) • Digital Domination LLC (US-Registered, 2019)

PROFESSIONAL SUMMARY

Marketing operations leader and founder with 11+ years building and reviving revenue pipelines for US, UK, and Asia-Pacific businesses. Specialize in **email marketing, lead generation, cold outreach systems, and marketing automation engineered with AI and APIs**. Founded **Digital Domination LLC** in 2019 and have built three SaaS products of my own — **Walytic** and **Greenbubble.io** (WhatsApp automation platforms), and **Mailerspark** (email marketing platform) — alongside advising agencies, SaaS, and DTC brands on broken-pipeline recovery and lifecycle revenue. Klaviyo Deliverability Certified, maintain a 99% Job Success score on Upwork, and bring deep technical fluency from a prior career running enterprise automation for Fortune 500 clients. Now seeking senior consulting, fractional CMO, or marketing operations engagements with established businesses ready to rebuild what's broken.

CORE COMPETENCIES

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| ▶ Email Deliverability & Sender Reputation | ▶ AI-Powered Marketing (LLM Workflows) |
| ▶ Cold Outreach & Lead Generation Systems | ▶ API, Webhook & No-Code Automation |
| ▶ Lifecycle Email & Marketing Automation | ▶ CRM / MAP Stack Architecture |
| ▶ Pipeline Diagnostics & Revival | ▶ Cross-Functional Team Leadership |
| ▶ Fractional CMO / Marketing Strategy | ▶ US & Global Enterprise Client Management |

SAAS PRODUCTS BUILT / FOUNDER VENTURES

Walytic

walytic.com • WhatsApp Automation
• 10,000+ businesses

Self-serve WhatsApp automation using linked-device tech — bulk messaging, chatbots, payment reminders, scheduled broadcasts, and a full REST API + webhooks. Lets users skip Meta API approval and per-message fees; flat pricing from \$5/mo.

Greenbubble.io

greenbubble.io • WhatsApp Cloud API
• Meta Tech Provider

Official Meta Technology Provider running on the WhatsApp Business Cloud API. AI agents, no-code chatbot builder, bulk broadcasts, shared team inbox, and CRM integrations with 0% markup on Meta charges. 10,000+ businesses across 50+ countries.

Mailerspark

mailerspark.com • Email Marketing & Automation

Email marketing platform with Bring-Your-Own-SMTP architecture and native Amazon SES integration for ultra-low-cost delivery. AI-powered personalization, workflow automation, popup/lead-form builder, and Zapier/Pabbly/WooCommerce integrations.

PROFESSIONAL EXPERIENCE

Founder & Principal Consultant

2019 – Present

Digital Domination LLC • US-Registered • Remote (US, UK, AU, SG clients)

- Founded and run a marketing operations consultancy serving US-based agencies, SaaS, DTC ecommerce, and B2B service firms; focus areas: **cold outreach infrastructure, email deliverability, lifecycle automation, and broken-pipeline recovery**.
- Architected and deployed full cold-email infrastructure programs for performance-based agencies: multi-domain provisioning, inbox warm-up, deliverability monitoring (MailReach, MailGenius), and sequence design on Instantly, Smartlead, and Mautic.
- Migrated and rebuilt lifecycle email programs on Klaviyo and Mailchimp for ecommerce and SaaS clients — flows, segmentation, list hygiene, and sender-reputation remediation when campaigns had collapsed into spam folders.
- Stood up and tuned open-source automation stacks (Mautic) for clients seeking data ownership and reduced SaaS spend; managed end-to-end setup, training, and ongoing optimization.
- Diagnosed broken outbound and lifecycle pipelines — poor reply rates, list decay, blocklist entries, low inbox placement — produced remediation roadmaps, and executed the rebuild.

- Built proprietary AI-assisted workflows for prospect research, copy generation, reply classification, and meeting booking using OpenAI, Anthropic Claude, and Meta Llama; integrated via custom APIs and orchestration platforms.
- Maintain **99% Job Success on Upwork** across 60+ completed engagements; clients span the US, UK, Australia, and Singapore. Portfolio brands include Daily Standup Network, EmailExpert (SG), and Email Insight Property.
- Partner with marketing agencies on a managed-service basis to deliver performance-based cold-outreach as a white-label capability.

Senior Associate — Automation & AI Engineering

Dec 2021 – May 2024

Cognizant Technology Solutions • US Fortune 500 Clients (Retail / Energy)

- Delivered **AI- and LLM-powered automation** for US-based Fortune 500 clients using OpenAI, Anthropic, Meta Llama, and Mistral — the same engineering foundation now powering Digital Domination's marketing automation work.
- Led a team of seven across multiple US client accounts; owned executive reporting, SLA delivery, and stakeholder relationships with senior client leadership.
- Designed dashboards and executive-facing reports that tied operational activity to business KPIs — directly transferable to marketing reporting, attribution, and pipeline analytics.
- Built API-driven automations with Power Automate and direct REST integrations to eliminate manual workflows and trigger downstream actions across enterprise systems.
- Authored SOPs, runbooks, and technical documentation that scaled the team to support 8+ concurrent enterprise engagements simultaneously.

Senior Engineer — Enterprise Automation & Operations

Sep 2019 – Nov 2021

Worldpay (FIS Global) • Global Payments / Fintech Enterprise

- Owned automation and remediation operations at **enterprise scale (100,000+ endpoints, 12+ business domains)** — operational discipline that translates directly to multi-domain, multi-inbox cold-email and marketing-stack management.
- Led a 20+ person cross-functional team across change management, deployment, and compliance workstreams; coordinated stakeholders across 12+ internal business units.
- Designed automation playbooks and remediation flows that scaled across the enterprise — same systems-thinking applied today to marketing-funnel automation.
- Recognized as **Best Colleague (2019)** for cross-team contribution and delivery impact.

Earlier Career — US Enterprise Client Roles

2012 – 2019

Black Knight Financial Services (NYSE: BKI) • Dell International Services • Federal Informatics

- Black Knight Financial Services (2018–2019): Managed US end-user and client technical relationships for a NYSE-listed fintech; foundation for the US enterprise client work that continues through Digital Domination today.
- Dell International Services (2016–2018): Promoted to SPOC supporting US and global Dell clients; achieved 90%+ NPS / CSAT and the highest CSAT survey volume in quarter — the customer-obsession habit behind a 99% Upwork Job Success score.
- Federal Informatics (2012–2015): System Administrator handling SaaS client onboarding, technical project management, and client communications.

CERTIFICATIONS & EDUCATION

Klaviyo Email Marketing Deliverability

Klaviyo • Marketing

ITIL V4 Foundation

Axelos • Service Management

Qualys Vulnerability Management Specialist

Qualys • Technical Foundation

B.Tech, Electronics & Communication Engineering

GIT Bhubaneswar (BPUT) • 2015

TECHNICAL STACK

Email & Marketing: Klaviyo • Mailchimp • Mautic • HubSpot • ActiveCampaign • Instantly • Smartlead • MailReach • MailGenius

Automation & RevOps: Zapier • Make (Integromat) • n8n • Power Automate • Custom REST API / Webhook orchestration

AI & LLM Tooling: OpenAI (GPT-4 family) • Anthropic Claude • Meta Llama • Mistral • Prompt design & evaluation

Engineering: Python • JavaScript / Node • Bash • REST / Webhook integrations • CRM ↔ MAP connector design

Analytics & Reporting: Google Analytics 4 • Google Tag Manager • Executive dashboards • Funnel & attribution reporting