ABDULLAH ISMAIL

COLD EMAIL / B2B OUTBOUND / REVENUE SYSTEMS

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PROFILE

B2B outbound and growth practitioner building prospecting, cold email, and pipeline-generation programs for SaaS, enterprise AI, and agency clients. Co-founder of Marlead. Hands-on across ICP research, decision-maker discovery, enrichment, list hygiene, segmented sequences, campaign optimization, and AI-assisted workflows.

EXPERTISE & STACK

Prospecting & outreach: ICP segmentation, owner research, contact enrichment, email verification, deduplication, cold email sequencing, LinkedIn outreach, reply analysis, CRM handoff.

Platforms: Apollo, Instantly, LinkedIn Sales Navigator, HubSpot, Claude, Mailchimp, Google Sheets / Excel, GA4, Mixpanel.

EXPERIENCE

MARLEAD | Co-Founder, B2B Lead Generation & Outbound

- Build multi-client prospecting and outbound programs spanning ICP definition, account sourcing, contact research, segmented messaging, and sales handoff.
- Use Apollo, Sales Navigator, and Instantly to research buyers, organize prospect lists, launch sequences, and optimize based on response quality.

QORDEN AI / QORDEN LABS | GTM & Growth Marketing

- Built commercial GTM programs for enterprise AI, connecting account-based outreach, demand generation, positioning, and pipeline reporting.
- Created problem-led messaging for customer service leaders and QA managers; commercial initiatives associated with 30% year-over-year revenue growth.

ASTERA SOFTWARE | Marketing & Demand Generation

- Improved qualified inbound demand from 30 to 80 MQLs per month through SaaS lead generation, campaign optimization, and conversion reporting.
- Connected campaign analytics, lead qualification, and sales follow-up to improve demand quality.

COMPLYONE TECH | GTM & Outbound Marketing Strategist | 2026

- Supported outbound strategy, market positioning, and prospect engagement for a compliance technology business.

OUTBOUND OPERATING MODEL

Buying signals → ICP-fit accounts → decision-maker discovery → enrichment and verification → deduplication → tailored email and LinkedIn sequences → reply / bounce monitoring → qualified handoff.

TECHNICAL & OPERATIONAL AWARENESS

Email authentication and deliverability fundamentals (SPF, DKIM, DMARC), sender warmup, list hygiene, opt-out handling, and performance diagnostics. AI-assisted research, copy development, and workflow efficiency. Experience with US-focused B2B outreach and international enterprise audiences.