


Charlie Brown

Cold Email Lead Generation Specialist | GTM Engineer | RevOps Consultant

 www.charliebrownconsulting.com

Professional Summary

GTM engineer and cold email specialist helping lean B2B SaaS and service companies generate qualified leads without agency overhead or deliverability nightmares. Founder of Charlie Brown Consulting, delivering end-to-end cold email systems that achieve 3x industry benchmark reply rates. Experienced in building scalable outbound infrastructure, CRM setup, and sales automation using tools like Clay, HubSpot, and Make.com. Known for lean, no-fluff execution and predictable pipeline growth for companies with 1-50 employees based in the UK, USA and Australia.

Experience

Founder & GTM Engineer

Charlie Brown Consulting | Remote | Jun 2024 – Present

- Build and manage complete cold email systems for B2B SaaS and service companies from infrastructure to inbox
- Deliver predictable lead generation with 3x higher positive reply rates than industry benchmarks
- Provide end-to-end cold email setup including domain configuration, deliverability optimization, copywriting, and campaign management
- Implement clean, scalable CRM systems and RevOps frameworks using HubSpot and automation tools
- Work 1:1 with founders of lean companies (1-50 employees) to generate qualified pipeline without hiring full sales teams
- Offer free strategy calls to assess fit and provide honest guidance on cold email viability for each business

Key Skills: Cold Email Lead Generation, Clay, Outbound Automation, HubSpot CRM, Deliverability Management, GTM Strategy, Sales Copywriting, Make.com, RevOps, Campaign Management

Founder

Sellouette | Remote | Oct 2023 – Aug 2024

- Built a platform connecting small businesses with performance-based freelance sales teams

- Delivered GTM strategy and CRM integration to help early-stage companies grow with minimal risk
- Led product, partnerships, and operational design from inception to traction

Key Skills: GTM Strategy, Start-up Operations, Sales Hiring, CRM Integration, Business Development

Business Development Manager

Pavegen | London | Jan 2021 – Jan 2023

- Managed outbound sales strategy for a sustainability-focused clean tech company
- Delivered high-impact presentations to global clients and strategic partners
- Led CRM implementation projects and sales enablement initiatives using HubSpot and PowerPoint

Key Skills: Sales Strategy, CRM Tools, Client Presentations, Public Speaking, Email Marketing

Freelancer

2BUK | London | Aug 2018 – Present

- Oversaw high-end hospitality operations for international clients and corporate events
- Maintained strong client relationships, managed on-site execution, and improved CRM workflows
- Worked closely with sales and event teams to ensure seamless customer experience
- Continue to manage CRM and other software for them

Key Skills: Hospitality Management, Client Liaison, CRM Operations, Communication, On-site Coordination

Tools & Platforms

HubSpot · Clay · Make.com · Smartlead · Apollo · Gmail Integration · Slack · Notion · Stripe

Certifications

- Clay Outbound Automation (Certified)
- HubSpot Solutions Provider (Certified)
- HubSpot RevOps Certification (Certified)
- StackOptimise GTM Engineer Program

Education

B.A. Business Management and Entrepreneurship (Honours) – Swansea, UK