Tiffano R S

Kuzhithurai, Kanyakumari – 629163
+91 7200233933 Tiffano.RS@gmail.com linkedin.com/in/tiffano-rs github.com/tiffano-rs

Professional Summary

Results-driven GTM Engineer with hands-on experience across the full go-to-market stack — from outbound sequencing and CRM automation to in-person sales closing and multi-region campaign execution. Proven ability to bridge technical tooling (HubSpot, Apollo, Zapier, Make) with strategic execution across Tamil Nadu and UAE markets. Co-founder of a legal AI startup; passionate about building scalable GTM systems that drive measurable revenue growth.

Education

Sai University **Expected 2027**
B.Tech – Computing and Data Science *Thiruporur, Tamil Nadu*

Indian Institute of Technology Madras (IITM) **Expected 2028**
BS – Data Science *Chennai, Tamil Nadu*

Experience

iFix **Jul 2025 – Nov 2025**
Sales & Marketing Strategist *Chennai, India*

- Led end-to-end GTM execution across Tamil Nadu and UAE markets, owning both inbound and outbound pipelines.
- Built and managed in-person sales operations in Chennai; achieved an ∼80% deal closure rate through structured pitching and consultative selling.
- Designed and executed multi-channel campaigns (Google Ads, Meta Ads, content) tailored to regional audiences.
- Developed outreach sequences and sales playbooks to improve team-wide conversion consistency.

Animation Kafe **Jul 2025 – Aug 2025**
Marketing & Sales Strategist

- Owned full marketing and sales operations, driving brand awareness and customer acquisition.
- Managed social media strategy, content creation, and digital ad campaigns to grow audience engagement.
- Generated and qualified leads through targeted outreach, contributing to consistent pipeline growth.

Legal AI Startup **May 2025 – Present**
Co-Founder *Founding Team*

- Co-founded an AI-powered legal tech startup, contributing to product positioning, early GTM strategy, and go-to-market messaging.
- Defined ICP, value proposition, and initial outreach strategy targeting legal professionals and SMBs.
- Built lead generation workflows and customer discovery processes to validate product-market fit.

Mahindra Camper Van (IITM Incubated) **Apr 2025 – Dec 2025**
Digital Marketing Strategist Intern

- Designed and executed digital marketing strategies to enhance brand visibility.
- Managed content across social media platforms to drive engagement and reach.

Freelance – No-Code Web Development **Aug 2024 – Present**

- Built 5+ eCommerce websites from scratch using Wix and Shopify, delivering responsive and scalable designs.
- Delivered multiple concurrent client projects while consistently meeting tight deadlines.

Tricta Technologies Pvt. Ltd. **Jul 2024 – Aug 2024**
Software Developer Intern

- Contributed to software development projects, writing clean and efficient code.
- Collaborated with cross-functional teams to enhance product functionality.

Better Eats **Feb 2024 – Apr 2024**
Lead Generation & Marketing

- Implemented lead generation strategies that increased conversion rates across digital channels.
- Managed and optimized digital advertising campaigns to enhance sales performance.
- Developed client relationships to ensure consistent business growth.

Freelance – Digital Marketing & Lead Generation **Jul 2023 – Present**

- Managed digital marketing and lead generation for 3+ companies, improving conversion rates.
- Ran cold email outreach sequences and Meta/Google ad campaigns; consulted 10+ eCommerce brands on GTM and growth strategy.
- Specialized in content writing, video editing, and social media ad campaigns.

Elith Diet Food Company **Nov 2023 – Jan 2024**
Marketing Strategist

- Developed and executed marketing campaigns to drive brand awareness and customer engagement.
- Analyzed market trends and consumer behavior to optimize promotional strategies.

Projects

News-Based Stock Prediction System | *Python, NLP, Machine Learning, Financial APIs*

- Built a stock prediction model that analyzes real-time news sentiment and correlates it with equity price movements using NLP techniques.
- Integrated financial data APIs to fetch live stock data and news feeds, enabling automated signal generation for trading decisions.
- Applied machine learning classifiers to predict short-term price direction based on aggregated sentiment scores.

Instagram Outreach Automation | *Python, Instagram API, CRM Integration*

- Designed and built an automated Instagram outreach pipeline to identify, message, and follow up with target prospects at scale.
- Integrated lead data into a CRM workflow to track engagement, responses, and conversion rates across outreach campaigns.
- Reduced manual prospecting time significantly by automating profile filtering, DM sequencing, and response tracking.

Outbound Automation Pipeline | *Apollo, Instantly, HubSpot, Zapier*

- Built an end-to-end cold outreach system using Apollo for prospect sourcing, Instantly for sequencing, and HubSpot CRM for pipeline tracking.
- Integrated Zapier to automate lead enrichment and follow-up triggers, reducing manual workload.

Sales Funnel Buildout – eCommerce Client | *Meta Ads, GA4, Email Automation*

- Designed a full-funnel GTM strategy: top-of-funnel Meta Ads → landing page → email nurture → retargeting.
- Tracked conversion metrics in GA4 and iterated campaigns based on performance data.

Skills & Technologies

GTM & Sales Tools: HubSpot, Salesforce, Apollo, Instantly, Lemlist
Automation: Zapier, Make (Integromat), n8n
Analytics: GA4, Meta Ads Manager, Google Ads
Marketing: SEO, PPC, Email Campaigns, Social Media Ads, Content Marketing, Lead Generation
No-Code / Web: Wix, Shopify, Canva
Programming: Python, C, Java
Creative: Photoshop, DaVinci Resolve, Adobe Premiere Pro
Languages: English (Fluent), Tamil (Fluent), Malayalam (Fluent)

Certifications & Achievements

Courses: IIT Bombay – Introduction to Business Management: Winning Externally
Achievements: UCCED – Top 900 nationwide

Leadership / Extracurricular

Sai University **2024 – 2025**
Election Commissioner

- Led the university election commission, drafted the student constitution, and organized university-wide elections.

Sai University **2023 – 2024**
Election Commission Member

- Organized and managed student government elections across the university.

University Convocation – Sai University

- Headed a dedicated team responsible for receiving and coordinating top individuals (distinguished guests, dignitaries, and achievers) from across the country during the university convocation.

University Induction Committee – Sai University

- Assisted 150+ new students with onboarding; managed logistics, finance, and vendor communication.

Secretary of Outreach – Sai University

- Served as Secretary of Outreach, establishing and managing inter-collegiate relationships by contacting other universities for collaborative events and competitions.
- Arranged, scheduled, and coordinated events; organized and dispatched student teams to represent the university at external inter-college events.