



Вкладка 1

Pavel Inchikov

GTMBusiness Development & Sales/marketing Automation Manager

B2B/B2C Sales · Lead Generation · CRM Automation · AI Workflows · GTM Operations

Email: pavel@correlli.cc

Telegram: https://t.me/pavel_and_pavel_inchikov

WhatsApp: +77051102201

LinkedIn: <https://www.linkedin.com/in/pavel-inchikov>



Summary

Business development and sales automation specialist with 10 years of experience across sales, marketing operations, lead generation, and CRM-based workflows. I help businesses generate qualified leads, optimize sales processes, automate operations, and craft custom AI workflows to save time and money over manual work.

My background combines hands-on sales and sales team management with practical automation experience: cold outreach systems, lead sourcing, CRM workflows, lost-lead reactivation, payment automation, AI-based quality control, Telegram bots and messengers automations. Keen on RAG-based automations and have a pet project here.

Available for full-time or project-based opportunities

Core Skills

- Business Development & B2B Lead Generation
- Sales Conversation Design, Sales, Sales Team Management
- CRM & Pipeline Automations + AI Agents
- B2B Cold Outreach Systems
- Lead Sourcing, Scraping, Enrichment & Segmentation

Hands-on experience:

- Lead reactivation, enablement, onboarding
- AI for Sales Call Analysis & Quality Control
- n8n Workflow Automations
- Telegram Bots, Webhooks & API Integrations
- Outreach Strategy
- Market Research
- RAG / Semantic Search
- custom agentic automations

Tools

- n8n and Codex , API and MCP integrations
- Apollo, Clay, LinkedIn, Apify for data sourcing and enrichment
- AI-agentic workflows, embeddings, RAG for custom automations
- Telegram, WhatsApp bots, custom agents for any messenger
- Outreach & engagement: SendPulse, Smartlead
- Supabase or any PostgreSQL
- Custom scrapers, data processing with cheap ai-models

Professional Experience

Correlli / Self-employed (www.correlli.cc)

GTM & Sales Automation Consultant

Built outreach flows and marketing automation systems for B2B clients across fintech, Web3, longevity, edtech markets

- Consulted companies on outreach and sales automations, B2B lead generation, go-to-market, consumer behavior and product logic.
- Designed automated lead sourcing, enrichment and outreach workflows using open web data, Apollo, Clay, LinkedIn, email automation and AI-assisted workflows.
- Built CRM and sales operations automations with n8n, AI agents, webhooks, postbacks, Telegram alerts and custom workflow logic.
- Worked with corporate clients including JetLend, Algonova, Modifiers.ru, INXY Payments and other B2B service / technology companies.
- Developed GTM concepts, lead generation strategies and technical workflow architecture for founder-led businesses.

Some projects completed in Correlli:

Private Markets ICP Data Universe, Lead Enrichment & Outbound — [Axevil Capital](#) (private markets platform)

Built a sales-intelligence foundation for outreach to wealth managers, private bankers and adjacent ICPs. Consolidated fragmented open-source data into sales-ready contact profiles with employer, role, email, phone, Telegram / social links and other public signals; built automated deep enrichment from minimal lead inputs; and set up email outbound infrastructure to activate the database.

Result: deep leads enrichment agent - from phone number → role, company, email, relevance, etc.

AI Sales Call Quality Control — [Alganova School](#) (kids programming school in EU)

Built an AI-powered call analysis workflow for a sales team: call type classification, script compliance checks, objection stats, customer goal stats, and CRM notes pushed back to amoCRM.

Result: +4 days/month of CSO free of manual script compliance check

CRM Lead Reactivation — [Alganova School](#)

Designed automated reactivation flows for lost leads based on CRM stage and loss reason. Different sequences were triggered for no-answer leads, failed trial class leads, declined offers, and repeated close-lost cycles using n8n, amoCRM, and SendPulse

Result: 2% of closed leads come back.

Payment & Invoice Automation — [Alganova School](#)

Automated invoice generation and payment status tracking between amoCRM, n8n, and Comgate. CRM stage changes triggered invoice creation, payment results were synced back to CRM, and payment exceptions were routed to managers through Telegram alerts.

Result: -30 minutes/day of sales rep daily routine, complete automation of payment control for CSO

B2B Lead Generation Campaign — [JetLend](#) (credit platform for business in Russia)

Built a cold email campaign targeting Wildberries sellers for a credit platform for testing outreach hypotheses.

Result: Sourced and enriched 35,000 contacts of WB and Ozon sellers, generated 800 website visits and 55 scoring applications in 3 months.

Web3 Partnership Lead Generation - [Inxy Payments](#) (payment processing SaaS in web3)

Built founder and CEO lead databases for Web3 startups, enriched contacts, and launched trigger-based outreach campaigns.

Result: 130 MQLs and 25 SQLs from 8,000 sourced ICP contacts from the open web in 2 months.

VC Executive Meeting Generation - [Modifiers.ru](#) (public relations agency)

Created a targeted outreach campaign for a PR agency selling media publication services to high level

executives from capital markets.

Result: Sourced 13,000 personal email contacts of top-level executives in Russia, including “Igor Sechin”-level profiles, and generated 45 MQL meetings over 2 months.

Previous Jobs

BR Group (www.b-r-group.com)

Lead Generation Manager / Internet Marketing Specialist

January 2024 — September 2024 | Dubai / Remote

BR Group provides market making and marketing services for Web3 projects. My role was to create a predictable inbound and outbound lead generation flow targeting CEOs and founders of early-stage Web3 companies.

- Built automated lead sourcing infrastructure from LinkedIn, Apollo, CoinMarketCap, CoinGecko and other open data sources.
- Designed behavioral-trigger lead generation workflows based on Web3 market activity.
- Built flows for tracking new posts from Web3 KOLs, parsing likes and comments, enriching contacts through Clay, and launching personalized cold email sequences.
- Created founder and C-level lead databases for a narrow and high-friction Web3 marketing category.
- 130 MQL Web3 C-level leads within several months.

OneForce (www.oneforce.com)

Digital Marketing / GTM Automation Specialist

October 2022 — December 2023 | Remote / US Market

Worked on automated cold B2B lead generation and go-to-market campaigns for US-focused clients across accounting services, real estate investment and investor communities.

- Participated in building semi-automated cold lead generation channels based on ICP research, open web data, contact enrichment and multi-step outreach for company's clients: Jevan Capital, Keiretsu Forum and OmegaTaxCredits
- Prepared campaign infrastructure, sourced and cleaned lead databases, selected automation tools and connected them into scalable no-code / low-code workflows.
- Integrated LLMs into lead generation pipelines for research, segmentation, personalization and message generation.
- Designed outreach scenarios, wrote scripts, ran A/B tests and scaled working campaigns.

Young Winners (www.mp-online.kz)

Sales Team lead

September 2021 — October 2022 | Almaty, Kazakhstan

Managed sales for premium B2C educational products: leadership courses and summer camps for children and teenagers in Kazakhstan, Almaty

- Led a team of 5 sales managers, hands-on sales
- Managed inbound leads from website, social media and direct inquiries.
- Built and improved the sales process, follow-up logic, scripts and objection handling.
- Trained sales managers and implemented a financial motivation system.
- Developed sales scenarios for core sales, upsell and cross-sell.
- Participated in product packaging, pricing strategy, discount logic and customer value proposition.
- Controlled CRM discipline and supported key deals until closing.
- \$60,000 of monthly sales volume: average check \$500; sales team conversion rate 10%.

City of Knowledge

Sales Team lead

August 2014 — March 2016 | Moscow, Russia

Led sales for commercial school events across Moscow and the Moscow region.

- Managed a 5-person sales team selling school event partnerships to public school principals.
- Built the sales methodology and market entry process for a new product from scratch.
- Implemented CRM, sales scripts and onboarding logic for new sales managers.
- Managed outbound sales, negotiations with school principals and full-cycle deal execution.
- Sold commercial school events where participation was free for children and monetization came from paid photo albums for parents.
- Personal sales conversion 20%.
- Average team conversion 10% from cold contact with a school principal to scheduled event date.

Education

Samara State University

Master's Degree in Psychology

2014

Samara State Technical University

Diploma in Economics and Enterprise Management

2008

Languages

- Russian — Native
- English — Working proficiency

References (there can be more if needed)

Pavel is a systems architect who brings a true product mindset to automation. He helped us visualize our operational gaps and engineered an autonomous agentic pipeline to bridge them. If you need a robust, clockwork mechanism rather than a simple service sync, Pavel is the right expert for this scale of challenge.

Misha Ipatov

CEO, Algonova by Algorithmics · Czech Republic

With Pavel, we automated end-to-end marketing interactions with clients: reactivation, behavior-based actions, invoicing, and payments integrated with CRM. We also implemented AI scoring for sales calls and AI support for sales processes. Pavel has a deep understanding of product, systems, and marketing, and approaches problems strategically.

Inna Kianova

CMO, Algonova by Algorithmics · Czech Republic

Pavel was a part of my team and worked as a project manager. When it comes to solving complex and uncommon challenges, Pavel does an outstanding job combining marketing expertise with technical skills. His responsibility, pro-activity, and creativity easily place him in the top 10% of the market.

Sergey Safonov

COO, OneForce.com · USA

What stood out the most was Pavel's project management approach: structured, methodical, and results-driven. He was always available for follow-up questions and provided detailed, example-driven answers that clarified even complex aspects. If you are looking for an expert to run end-to-end automations and AI marketing flows, Pavel is the person to go to.

Elmira Gazizova

AI Adoption Lead, keyIT · Switzerland