

HARSHIT SINGH

Sales Development Representative · Go-To-Market

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SUMMARY

Sales and go-to-market operator across SDR, appointment setting, account management and partnerships. I fix the offer rather than adding volume — most recently taking an inherited book from a 12% to a 30% reply rate on the same list and the same inboxes. I own the commercial side end to end: ICP definition, sequence design, qualification discipline, and the reporting that proves it worked.

EXPERIENCE

Business Development, Partnerships · Leverage

Noida, on-site · Jan – Apr 2026

- **Built a ₹6 Cr+ pipeline** for Leverage Careers, and closed ₹1.25 Cr with HISPA Talent along with the partnership signed alongside it.
- Owned partnership strategy — distribution built to keep paying after the quarter closes, rather than one-off referral spikes.
- Managed pipeline for healthcare workforce mobility including Germany placements, owning candidate-to-client coordination end to end.

Sales Development Representative · Weekday (YC W21)

Bengaluru, remote · Dec 2025 – Jan 2026

- Technical sales into engineering hiring. Learned how quickly a poor ICP burns a strong sequence — the discipline behind every list I have built since.

Appointment Setter · Story Swift · Brelex Media

Remote · Aug 2025 – Jan 2026

- **Took reply rate from 12% to 30%** on an inherited book — same team, same list, same inboxes. The offer changed, not the volume.
- **Booked 52 meetings in 12 weeks** with no added headcount.
- **Worked 50–60 cold calls** a day at Brelex on leads I sourced myself, alongside cold email and LinkedIn sequences across two client books.

Account Manager · Zoconut

Delhi, on-site · Jun – Aug 2025

- Retention and expansion on a B2B SaaS book — keeping the logo after someone else signed it.

Growth Marketing · Starrd

Jaipur, remote · Mar – Jul 2025

- Creator onboarding, outreach and brand partnerships — managed supply and demand from the same desk.

FOUNDER & LEADERSHIP

Co-Founder · Unilnsightt

Oct 2023 – Oct 2025

- **Fielded an acquisition offer of ₹30 lakhs for 25% equity** — an implied ₹1.2 Cr valuation on the business.
- Led pitch development and ran investor conversations directly for a seed raise; ran a 3-person team across tech, design and marketing.

GTM & OUTBOUND CAPSTONES

harshit.wtf/capstones

- **Rippling** — outbound playbook for US mid-market: ICP and disqualification screen, trigger library, sequences and the activity maths behind quota, run against Sendbird as a worked account sequence.
- **Toddle** — expansion sequence into an IB school already running Toddle: four personas, five sequences across email, LinkedIn, phone and voice note.
- **Whatfix** — enterprise outbound in two volumes: Voya, US Foods and Ryder worked end to end, then 1,780 accounts in three tiers and a twelve-seat buying committee.
- **Gojiberry (YC P26)** — four parallel sequences into a YC company, every opener built on a live signal.

EDUCATION, PROGRAMS & TOOLS

Hive School of Business — GTM & Revenue Programme (current), handling partnerships. · University of Delhi — Computer Science.

Programs — Break Into VC, member since Nov 2025. · I-Venture Immersive (ivi) @ ISB — selected Mar 2026, not pursued.

Tools — Notion · Trello · Whimsical · Excel (advanced modelling) · n8n (self-hosted) · Make.com · Claude API · HTML · Vercel