

DULAL HUSSAIN

Growth, Lifecycle Marketing & Talent Acquisition

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PROFESSIONAL SUMMARY

10+ years of growth, lifecycle and acquisition experience across CareerTech, EdTech and B2B technology, with hands-on ownership of email marketing, CRM automation, customer engagement, talent acquisition support and international client programs.

Helped increase client revenue by 5X by identifying acquisition bottlenecks and improving the growth system, as highlighted by Dan Klos, Founder & CEO of Outco & ApplyPass.

\$3M+ combined revenue pipeline generated across Outco and ApplyPass growth systems, with **4.26x ROAS in the matured final month** of the Interview Kickstart acquisition pilot.

Led and built 15+ person teams across growth, marketing, acquisition and client delivery, including interviewing, hiring, onboarding and establishing repeatable execution processes.

~300K targeted outbound emails across international technical and professional audiences, supported by segmentation, personalization, deliverability, CRM workflows and lifecycle follow-up.

CORE CAPABILITIES

Lifecycle & Email Marketing: Email Campaigns | Lifecycle Journeys | CRM Automation | Segmentation | Personalization | Nurture | Reactivation | Retention | A/B Testing | Deliverability | Campaign Reporting | Copywriting

Talent Acquisition & Candidate Engagement: Candidate Sourcing | Resume/Profile Screening | Candidate Outreach | Talent Pipeline Support | Job Posting | Candidate Qualification | Interview Coordination | Hiring Support | Recruiting Metrics

Growth & GTM: Demand Generation | Outbound | Paid Acquisition | SEO | CRO | Funnel Analytics | Attribution | Lead Quality | Revenue Pipeline | International Client Delivery | Cross-Functional Coordination

Platforms & Automation: HubSpot | CRMOne | Smartlead | Apollo | Instantly | Clay | Reply.io | n8n | LLM/API Workflows | Webhooks | Marketing Automation

PROFESSIONAL EXPERIENCE

Founder & Growth / GTM Consultant | Dulals Digital LLC

2024 - Present | U.S. LLC | Remote

- **Deliver lifecycle marketing, email marketing, CRM automation and acquisition programs for international clients**, translating business goals into segmented campaigns, nurture journeys and measurable growth workflows.
- Design and optimize **email acquisition and lifecycle programs**, including audience segmentation, personalization, nurture, reactivation, follow-up, deliverability and campaign performance reporting.
- Support clients with **talent acquisition and candidate-engagement campaigns**, including technical audience outreach, candidate qualification, job-posting promotion, pipeline communication and recruiting-focused email programs.
- Build and manage **multi-channel lead-generation systems** using CRM, outbound, paid acquisition, landing pages and automation, with emphasis on lead quality and conversion rather than volume alone.
- Lead client delivery and coordinate contractors/contributors across marketing, content, outreach and automation workstreams while maintaining direct ownership of strategy and execution.

Growth & Outbound Consultant | Interview Kickstart

Feb 2026 - Jun 2026 | Contract | Remote | U.S. market

- Built and operated a multi-month acquisition pilot for a high-ticket technical interview preparation program targeting experienced software engineers.
- Generated **280 registrations, 277 qualified registrations, 130 qualified attendees and \$24,000 collected revenue**; matured final-month performance reached **4.26x ROAS**.
- Owned audience targeting, email/outbound messaging, campaign optimization, attendance improvement and conversion-path analysis.

Director of Marketing & Lead Generation | ApplyPass Inc.

Apr 2023 - Jul 2025 | Remote | CareerTech / Job-search automation

- Led lifecycle, outbound and acquisition programs for an international CareerTech business serving software engineers and job seekers.
- Managed **CRM lifecycle campaigns, segmentation, personalization, nurture and reactivation** across email and automated follow-up workflows.
- Directed approximately **120,000 targeted outbound emails** and improved email deliverability approximately **15% in three months**.
- Interviewed and helped hire team members and built/coordinated a **15+ person distributed growth and lead-generation team**.
- Worked across marketing, CRM, outbound, paid acquisition and reporting to build systems contributing to **\$3M+ combined pipeline** across ApplyPass and Outco.

Director of Marketing & Lead Generation | Outco Inc.

Jan 2020 - Apr 2023 | Remote | CareerTech / Technical education

- Owned acquisition and lifecycle programs for a software-engineer-focused business, connecting outbound, email, CRM and conversion workflows.
- Directed approximately **180,000 targeted outbound emails**; improved response rates approximately **13%** through segmentation, personalization and messaging tests.
- Built and managed a **15+ person distributed growth team**, including interviewing, hiring, onboarding and operational management.
- Partnered with international stakeholders and cross-functional teams to coordinate campaigns, assets, CRM workflows, reporting and lead-quality feedback.

Digital Marketing & SEO Specialist | Beeda Inc.

Apr 2017 - Jan 2020 | Remote

- Executed digital acquisition, email, landing-page, content and SEO programs for international-facing growth initiatives.
- Managed paid acquisition and performance optimization using conversion data, attribution and lead-quality analysis.
- Developed acquisition content and landing pages that connected traffic generation with downstream nurture and conversion workflows.

Marketing Specialist | Fitness Matrix Inc.

May 2016 - Mar 2017 | Remote

- Planned and executed targeted email campaigns using segmentation and personalization to improve customer engagement and acquisition.
- Improved email open rates approximately **22%** and click-through rates approximately **15%**; increased new member sign-ups approximately **35%** within six months.
- Generated approximately **2,500 qualified leads** through targeted acquisition campaigns and conversion-focused messaging.