

# MUHAMMAD MOIZ KHURRAM

## Growth and Marketing Leader

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## PROFILE

I am a growth and marketing leader who has been building online businesses since 2017. I build full funnel engines: cold outbound, content, community, and podcast led growth. I scaled a B2B data company from 0 to 7 figure revenue in under 12 months, onboarded a client portfolio worth \$245M+, and booked 600+ B2B sales calls across my ventures while recruiting, training, and leading a remote team of 8. I build teams the same way I build funnels: hire for outcomes, set clear targets, and hold everyone including myself accountable to the number. I am seeking Head of Growth, Head of Marketing, or VP Marketing roles at growth stage and established corporate companies.

## CORE SKILLS

Skills: Growth Strategy, Go To Market Strategy, Demand Generation, B2B Cold Outbound, Lead Generation, Content Marketing, Podcast Led Growth, Community Building, Marketing Automation, Funnel Building, Team Building and Hiring, People Management, Cross Functional Leadership

Tools: Clay, Instantly, Smartlead, Apollo, HubSpot, GoHighLevel, n8n, Zapier, Claude AI with APIs, Google Analytics

## EXPERIENCE

### Founder, SelenicAI, AI operating system for dental practices

Feb 2026 – Sep 2026 (dormant)

- Cracked go to market in an unresponsive niche solo in 5 months. Months of cold email and 300+ cold calls produced zero traction, so I diagnosed the real blockers: dentists are time starved and buy through referrals.
- Pivoted from selling to inviting. Built a podcast funnel: guest invite, interview, Instagram repurposing, mid episode product promo, end of episode referral ask.
- Result: from 0 positive replies in 4 months to 80+ interested dentists in CRM within 30 days. Also wrote a business guide for dentists.

### Founder and CEO, Leadamax, B2B growth and outbound company

Nov 2024 – Sep 2026 (dormant)

- Recruited, trained, and led a remote team of 8 across multiple countries, setting targets and owning delivery for B2B clients in web development, cybersecurity, SaaS, professional services, and media.
- Booked 600+ B2B sales calls across client campaigns in 12 months, with 400+ of them Calendly verified.
- Publish a verified campaign ledger at leadamax.com/results: 25,112 prospects, 3.6% reply rate vs 3.4% industry average, 154 positive leads across 12 campaigns.

### Founder, Scrapeamax, B2B contact data provider (Leadamax venture)

Apr 2025 – Jan 2026

- Scaled from 0 to 7 figure revenue in under 12 months and onboarded a client portfolio of companies worth \$245M+ combined.
- Processed 7M+ contact data rows. Won share from expensive incumbents by repositioning the offer for outbound agencies squeezed on margins: unlimited lead lists for less than a coffee budget.
- Generated 400+ booked sales calls in under 12 months through organic content on YouTube, LinkedIn, and Reddit, with zero paid ad spend.

### Go To Market Engineer, RevGen Labs LLC, Los Angeles, US (remote)

Aug 2025 – Oct 2025

- Led a pod of GTM experts producing results across US client accounts, reporting directly to the CEO. Owned campaign infrastructure, copy, and deliverability for B2B cold email.
- Turned around a struggling high ticket medical equipment client with a very specific ICP: after 3 weeks of copy and offer testing we broke the code and generated 7 positive leads in a single week.

### Founder and CEO, Denticula, dental business brand for practice owners; IADR conference speaker 2026 (dormant)

### Brand Manager, Bespoke Beds Ltd, Dewsbury, UK

2024

### Customer Support Specialist, The Sofa Shop Inc., Dewsbury, UK

May – Aug 2024

### Customer Success Specialist, Penny Appeal, Wakefield, UK

Mar – May 2024

### Independent Digital Ventures, content, affiliate, and e-commerce

2017 – 2023

- Ran a business education YouTube channel, operated affiliate campaigns, two white label ventures, and one private label venture. Built hard won foundations in ICP research, market validation, and vendor management.

## EDUCATION AND ADDITIONAL

Cambridge A Levels, Business and Economics

Training: Cold Outbound Intensive (3 months training, 9 months execution), Amazon FBA and E-Commerce Marketing, Content and Sales Funnel Engineering, AI Assisted Development with Claude Code

YouTube channel on growth playbooks, marketing communities of 400+ members, 1.3M+ organic Reddit reach. Languages: English, Urdu