

Erdeni Matkhanov

Growth & GTM Marketer · B2B SaaS · AI automation

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SUMMARY

Growth and GTM marketer with 1.5 years at Maildoso, a B2B SaaS startup that grew from about 4,000 to nearly 8,000 customers while I was there. I've run the GTM engine end to end: cold outbound to lists of up to 100,000 prospects, LinkedIn and Meta ads with revenue attribution, pricing-page A/B tests and weekly MRR reporting. Now I use AI tools and automation to build and scale those workflows. BComm in Marketing Management, TMU (2026).

EXPERIENCE

Maildoso · B2B SaaS, email infrastructure · Remote

Marketing Associate · Sep 2025 – Present

- Run cold email campaigns of 5,000–100,000 prospects each and own the full pipeline: Apollo list building, LeadMagic enrichment, copywriting, Instantly sequencing and deliverability testing.
- Run LinkedIn and Meta ads end to end (targeting, creative, budget, CPC/CPA). Built thank-you-page conversion tracking that tied ad spend to sales, showed LinkedIn retargeting was driving revenue, and moved budget there.
- Designed and A/B tested two pricing-page versions in VWO; the version without bundles generated **27% more MRR**.
- Write weekly performance reports for the Head of Marketing from ChartMogul and CRM data (MRR, ad spend, sales, community growth), including MRR by region to guide targeting.
- Published 50+ SEO articles using an AI-assisted workflow: drafted with Arvow, then edited, laid out and published in Tilda.
- Grew the company Slack community **34% (1,100 → 1,470 members)** through regular posts, surveys and announcements.
- Run creator partnerships with cold-email influencers on LinkedIn (visuals for their posts, cross-promotion), and hire and manage freelancers on Upwork, Fiverr and Contra.

Marketing Intern · May 2025 – Sep 2025

- Set up cold email infrastructure: lead research, mailbox warm-up, spintax, and spam and deliverability testing.
- Designed 50+ ad creatives in Figma to test formats and messaging.
- Built landing pages for product launches, features and webinars in Typedream, and helped migrate the site to Tilda.
- Promoted partner webinars (including one with QuickMail) and repurposed the recordings into YouTube videos and short-form clips.

Umoja Soccer School · Toronto, ON

Soccer Coach & Marketing Assistant (Part-time) · Nov 2022 – Dec 2024

- Ran the school's Instagram (grew it to ~700 followers) and email newsletters, and designed its logo and brand visuals.
 - Coached players aged 4–15; retention in my groups ran 5% above the school average.
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PROJECTS

AI and GTM builds with write-ups at erdenimatkhanov.com/projects; field notes on outbound, paid and AI at erdenimatkhanov.com/blog

EDUCATION

Toronto Metropolitan University, Ted Rogers School of Management · Toronto, ON

Bachelor of Commerce, Business Management (Marketing Management) · 2022 – 2026

CERTIFICATIONS & COMPETITIONS

- Real-World AI with Claude, Coursera (2026)
 - Google AI courses, Coursera (2026): AI Fundamentals; Brainstorming and Planning; Research and Insights; Writing and Communicating
 - Google Foundations of Digital Marketing and E-commerce, Coursera (2024)
 - 2nd place, Strategic Marketing Simulation Competition (2023): built a strategy to grow NFL engagement in Canada among girls 12–17 and women 18–24
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SKILLS

GTM & outbound: Apollo, Instantly, LeadMagic, cold email deliverability, CRM

Paid & analytics: LinkedIn Campaign Manager, Meta Ads Manager, VWO (A/B testing), ChartMogul, Google Analytics, Excel

AI & automation: Claude, Arvow (AI content)

Content, lifecycle & web: Customer.io, Tilda, Typedream, Figma

Languages: English (fluent), Russian (native), Mongolian (conversational)