

DHWANI KAUSHIK

AI & Marketing Automation Specialist

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PROFESSIONAL SUMMARY

AI & Marketing Automation Specialist with hands-on experience building n8n-powered automation workflows, B2B outbound systems, and high-deliverability email infrastructure. Independently built and launched ColdEmailChecker.com, a live email validation tool with its automation logic engineered entirely in n8n. Skilled in API and webhook-based workflow design, CRM pipeline management, and SPF/DKIM/DMARC configuration, with proven results improving inbox placement and reducing manual campaign workload. Combines technical automation execution with a marketing and UI/UX background to build GTM systems end-to-end.

CORE SKILLS

AI & Automation: n8n, Make (Integromat), Zapier, workflow automation, API integrations, webhooks, no-code/low-code automation

GTM & Growth: B2B outbound, lead generation, cold email campaigns, marketing automation, CRM management, GoHighLevel, ConvertKit

Email Infrastructure: SPF, DKIM, DMARC configuration, email deliverability, domain warmup, inbox placement optimization, Smartlead

Data & Lead Gen: Clay, HubSpot, Zoho CRM, Apollo.io, LinkedIn Sales Navigator, data enrichment

Analytics & Web: Google Analytics, SEO, Excel, Google Sheets, HTML, CSS, VS Code

Design: Figma, Adobe Photoshop, Adobe Illustrator, Canva, UI/UX design, wireframing

EXPERIENCE

Leadnex

Jan 2026 – Apr 2026

- Deployed and managed 140+ professional email accounts across multiple domains for B2B outbound campaigns, achieving a 30% improvement in inbox placement rates.
- Configured SPF, DKIM, and DMARC records from scratch across all active sending domains, eliminating spam flag issues and protecting sender reputation.
- Built n8n automation workflows for outreach setup and campaign management, saving 3+ hours per week in manual work.
- Created structured tracking dashboards for domains, inboxes, and campaign readiness, reducing manual tracking effort by 40%.
- Used Clay for targeted B2B lead generation, building and maintaining 3 active outbound pipelines simultaneously.
- Worked directly with Smartlead for cold email sequencing, monitoring reply rates and optimizing send schedules for peak performance.

MiM-Essay

Jun 2025 – Sep 2025

- Designed marketing creatives including digital ads, social media posts, and branded templates actively used in live campaigns.
- Developed brand style guides adopted across the marketing team, ensuring consistent visual identity.

Kartikay Enterprises

Dec 2024 – May 2025

- Managed Excel-based HR systems covering salary sheets, attendance, and records for 20+ employees.
- Streamlined document filing and weekly reporting processes, significantly reducing retrieval and turnaround time.

Self-Employed

2024 – Present

- Delivered complete brand identity packages including logos, creatives, and style guides for 8+ small business clients.
- Designed 5+ full website layouts and landing pages in Figma, from wireframe to high-fidelity prototype.
- Independently managed full client lifecycle — scoping, design, revisions, and final delivery — with zero oversight.

PROJECTS

ColdEmailChecker.com | Solo Project | 2025 – Present (Live)

- Independently conceptualized, built, and launched a live cold email validation tool used to check domain health and deliverability before outbound campaigns.
- Engineered the entire backend using n8n automation workflows as the core engine, integrating multiple APIs for real-time email and domain validation.
- Built and deployed the full front end in VS Code, handling UI, logic, and deployment end-to-end without a team.
- Designed automation flows covering syntax validation, MX record checks, domain blacklist lookups, and SMTP verification.

EDUCATION

MBA in Marketing Management, NMIMS (Online)

2026 – 2028

B.Sc. in Animation and VFX, Asian Academy of Film and Television (AAFT), Noida

2022 – 2025

CERTIFICATIONS

- Digital Marketing — Coursera (SEO, Google Analytics, social media strategy, content planning, campaign management)
- UI/UX Design — TuteDude (Figma, wireframing, prototyping, user research, design systems)