

Paras Kumar Sharma

Co-Founder, Supremito | B2B Lead Generation & Cold Outbound Strategy

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PROFESSIONAL SUMMARY

Co-founder of Supremito, a B2B lead generation and cold outbound outreach agency helping SaaS and B2B companies build predictable sales pipeline through targeted, research-backed campaigns. Brings 3.5+ years of prior experience as an EDI Implementation Consultant in healthcare IT, where the work demanded strict accuracy, compliance-grade process design, and systems thinking — the same discipline now applied to campaign architecture, sender deliverability, and outbound systems at Supremito. Comfortable owning a project end-to-end: research, technical setup, execution, and iteration based on results.

CORE FOCUS AT SUPREMITO

- Campaign strategy & offer design — structuring outreach offers that reduce buyer risk instead of relying on unproven claims
- Outbound lead sourcing & prospect research (Apollo, LinkedIn Sales Navigator)
- Sender infrastructure & deliverability — domain setup, SPF/DKIM/DMARC configuration, inbox warm-up
- Campaign testing & iteration — using reply-rate data to refine targeting and messaging

SKILLS

Outbound & Lead Gen	Cold outreach strategy, lead sourcing, list building, deliverability setup, campaign sequencing
Tools	Apollo.io, ManyReach, LinkedIn Sales Navigator, Google Workspace, GoDaddy DNS, Supabase
Technical Foundation	SQL, REST APIs, Docker, Kubernetes, Git — used for automation and campaign tooling
Process & Compliance	Data accuracy, HIPAA-grade compliance workflows, systems documentation, QA discipline

EXPERIENCE

Co-Founder — Supremito

Mohali, India | 2025 – Present

- Co-built Supremito's outbound offer strategy, shifting from generic outreach to a risk-reversal, pay-per-booked-demo model after early campaigns underperformed on trust signals
- Set up and manage sender infrastructure across multiple domains, including DNS authentication (SPF/DKIM/DMARC) for deliverability
- Run prospect research and list-building for targeted campaigns, using company-specific data (funding events, product changes, metrics) instead of generic personalization
- Analyze campaign performance and iterate on offer, targeting, and messaging based on reply data

EDI Implementation Consultant — Cotiviti / Edifecs

Mohali, India | January 2023 – 2025 (3.5 years)

- Implemented HIPAA-compliant EDI data workflows (834, 837, 820 transactions) for major US health plans including Blue Cross Blue Shield of Michigan and Arizona, and Priority Health
- Designed data transformation and validation logic (Groovy, Drools, XML/X12) enforcing strict accuracy and compliance standards
- Recognized as Performer of the Year 2025; acknowledged 30+ times for technical delivery excellence

EDUCATION

Master of Computer Applications (MCA) — Chitkara University Institute of Engineering & Technology, Punjab | CGPA:

9.8/10.0 | 2021–2023

B.Sc. Computer Science — S.D. College, Kurukshetra University, Haryana | 2018–2021

CERTIFICATIONS & RECOGNITION

- Edifecs SASS, XEServer & SpecBuilder Certified Professional — Edifecs University, 2024–2025
- Performer of the Year 2025 (Edifecs); Runner-up, 2023 EDIHACK Innovation Hackathon