

Joel Ajayi

GTM Engineer

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OBJECTIVE

I am a GTM Engineer who has played all the functions from mapping out TAM, creating GTM strategies, building over 300k lead lists, running and enriching multiple clay tables, pushing them into CRMs, and outbound tools. I have also created campaign angles, copies, spintaxed and refined them to be pushed to campaigns with very good conversion rates. Off work, I am playing with N8N to automate a lot of my GTM ideas.

EXPERIENCE

Coldlabs Agency — GTM Engineer

Fulltime

Generated over 300k lead lists in 5 months for up to 11 clients based on different campaign directions from different tools; Apollo, Salesbot, Directories, Scraper API, instant data scraper, AI Ark etc

Built multiple Clay tables, from SaaS companies to E-commerce, to Agencies. Worked on templatizing Clay tables so they can increase the speed of operation and results.

Launched multiple client campaigns on Instantly, Smartlead, EmailBison with results ranging from 1:180 booked calls to 1:400 books calls and kept clients happy and consistent.

Created campaign angles, copies, spintaxed and pushed to campaign

I used CRM software to track and manage leads, update customer information, and monitor the sales pipeline.

Fullfilment Manager — Cymate

freelance

I worked directly with Cymate's clientele to manage communication between clients and agencies.

I worked in GTM to create GTM strategies for clients which the Clay builder leveraged on to enrich data.

I created cold email campaign offers and generated the cold emails based on angles and persona to launch on Smartlead..

SKILLS

Lead generation and prospecting

Lead and campaign enrichment (Clay)

Cold email outreach

Relationship building and account management

Inbox management (Heyreach, GoLogin)

Automation with MAKE & N8N

SOFTWARES

Lemlist
Clay
Smartlead
Instantly
HeyReach
N8N
LinkedIn Sales Navigator
PhantomBuster
Apollo
Octave
Make
Attio
Emailbison
Salesbot

Managed multiple client campaigns on Smartlead and tweaked campaigns that weren't performing.

Inbox Manager — High Ticket outbound agency

contract

I played a key role in GTM strategies based on client campaign goals and enriched the data on Clay.

I managed 4 inboxes monthly and uploaded Clay enriched data to Heyreach to launch the campaigns with a follow-up strategy.

Converted 10% of forgotten leads using a follow up sequence strategy which is evergreen.

I managed the campaigns on Smartlead after Clay enrichment and also set up a follow up sequence.

I closed high-value deals with key accounts, resulting in a 25% increase in average deal size.

GTM Engineer (campaign management) — Genflows Agency

Created GTM strategies for up to 8 client projects. Kept iterating campaign directions to keep performance on track.

Created tons of campaign angles with campaign launches on Smartlead and Instantly with tons of positive replies per launches.

Clay enrichments and lead filtering across several clients accounts

Inbox management and Client communication

Certification

Multichannel Outreach - Lemlist Certification.

Outbound Certification - Cold IQ

Outbound certification - Outbound Hub

Growth Marketing - Upthrust

GTM engineer cohort

Clay cohort

Clay Outbound certified

Campaign Details		Report				
<div><div>92%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 2 Joel - copy</div><div>Launch 2 Joel - copy</div></div><div>Active Created At: 18 Mar, 11:23 am 2 sequences</div></div>	1,481	NA ⓘ	17 2.10%	11 64.71%	
	<div><div>Sent</div><div>Opened</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>43%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 3 Joel</div><div>Launch 3 Joel</div></div><div>Active Created At: 05 Mar, 12:12 pm 3 sequences</div></div>	2,820	NA ⓘ	69 3.02%	47 68.12%	
	<div><div>Sent</div><div>Opened</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>⏸</div></div>	<div><div><div>Launch 3 Joel</div><div>Launch 3 Joel</div></div><div>Paused Created At: 28 Feb, 11:08 pm 2 sequences</div></div>	423	NA ⓘ	2 0.49%	1 50%	
	<div><div>Sent</div><div>Opened</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>⏸</div></div>	<div><div><div>Launch 2 Joel - copy</div><div>Launch 2 Joel - copy</div></div><div>Paused Created At: 25 Feb, 10:31 am 2 sequences</div></div>	2,422	NA ⓘ	16 0.70%	8 50%	
	<div><div>Sent</div><div>Opened</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>99%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 1 Joel</div><div>Launch 1 Joel</div></div><div>Active Created At: 24 Feb, 08:49 am 3 sequences</div></div>	1,169	NA ⓘ	11 2.67%	4 36.36%	
	<div><div>Sent</div><div>Opened</div><div>Replied</div><div>Positive Reply</div></div>					

<div><div>32%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 2 Joel - copy</div><div>Launch 2 Joel - copy</div></div><div>Active Created At: 25 Feb, 10:31 am 2 sequences</div></div>	1,603	NA ⓘ	NA ⓘ	10 0.63%	5 50%
	<div><div>Sent</div><div>Opened</div><div>Clicked</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>87%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 1 Joel</div><div>Launch 1 Joel</div></div><div>Active Created At: 24 Feb, 08:49 am 2 sequences</div></div>	693	NA ⓘ	NA ⓘ	6 1.46%	3 50%
	<div><div>Sent</div><div>Opened</div><div>Clicked</div><div>Replied</div><div>Positive Reply</div></div>					

Campaign Details		Report				
<div><div>8%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 2 Joel - copy</div><div>Launch 2 Joel - copy</div></div><div>Active Created At: 25 Feb, 10:31 am 2 sequences</div></div>	400	NA ⓘ	NA ⓘ	4 1%	3 75%
	<div><div>Sent</div><div>Opened</div><div>Clicked</div><div>Replied</div><div>Positive Reply</div></div>					
<div><div>51%</div><div><div></div><div></div><div></div></div></div>	<div><div><div>Launch 1 Joel</div><div>Launch 1 Joel</div></div><div>Active Created At: 24 Feb, 08:49 am 2 sequences</div></div>	412	NA ⓘ	NA ⓘ	6 1.46%	2 33.33%
	<div><div>Sent</div><div>Opened</div><div>Clicked</div><div>Replied</div><div>Positive Reply</div></div>					