

Salim Sraj

GTM engineer and ghostwriter

Paris, France
+33745401365
sraj.salim8@gmail.com

EXPERIENCE

Growth Outbound- YouSign

June 2025 – Present

- Run 5 outbound experiments per week, supporting a 34-person sales team and generating 1,000+ qualified leads, contributing to €1M+ pipeline in the first month.
- Assist in setting up and optimizing outbound cadences, managing sales tools (Salesforce, Lemlist, Clay, BetterContact), and ensuring deliverability and segmentation accuracy.
- Create process documentation, tutorials, and guides to streamline onboarding, campaign execution, and tool usage across the team.

GTM Engineer- Ginni AI

Sep 2025 – Sep 2025

- Executed targeted outbound campaigns, achieving a 15% reply rate and closing deals with multiple startups, boosting the qualified pipeline by 20%.
- Created inbound content and articles, supporting lead generation and strengthening market positioning.
- Partnered with product and marketing teams to refine messaging and positioning, improving early engagement with prospects.
- Built and tested a few AI agents to support prospecting and outreach, improving efficiency in campaign execution.

EDUCATION

IESEG School of Management, Paris — Master in Strategy and Digital Transformation

Sep 2023 - Jun 2025

Digital transformation, negotiation, and personal branding.

Lebanese American University, Beirut — Bachelor in Business Administration

Sep 2019- May 2023

Project management, communication, Marketing, and sales.

SKILLS

Multi-Channel Outbound Campaigns
Campaign A/B Testing
Fast learning & iteration
Creative Copywriting
Founder-Led GTM Strategy

Softwares

Clay · Apollo · LinkedIn Sales Navigator · Notion · Google Workspace · Lemlist.
N8N.Salesforce.Bettercontact

Certifications

Unlock Clay Training

Signal-based prospecting & automation with Clay.

StackOptimize Program

GTM & outbound strategy with advanced workflows.

EarLeads Training

Hands-on training from working with YC founders based on real campaign insights.

LANGUAGES

French- C1
English- C2
Arabic- Native