Omesiri Kabaide

GTM Engineer | Sales Systems Builder | Workflow Automation Expert

📍 Lagos, Nigeria 📧 Omesiri Kabaide | 📞 +2348136841251

🔗 linkedin.com/in/omesirikabaide

Summary

I help revenue teams grow by building smart systems that automate prospecting, messaging, and lead scoring. I use tools like Clay, Make, Airtable, and Smartlead to identify high-intent leads, launch high-performing campaigns, and streamline operations. I build fast, automate everything I can, and keep learning to stay ahead of industry best practices. My systems help sales teams focus only on real opportunities.

Work Experience

GTM Engineer
C17 Lab, United States (Remote)
Jul 2025 – Present

- Engineering and optimizing sales pipelines for SaaS and enterprise clients.

- Implemented automated prospecting, messaging, and lead scoring workflows.

- Leading GTM strategy, system design, and outreach automation.

GTM & Automation Engineer
Ready Set Leads – Remote
Jan 2025 – Jul 2025

- Built email campaigns that averaged a 3.5% overall response rate and over 35% positive replies across 10 client accounts.

- Automated reply detection and lead scoring using Smartlead, Make.com, and Airtable.

- Set up deliverability systems including DMARC, SPF, and DNS for multiple client domains.

- Designed a scalable Clay workspace across 10 clients, organized for clarity and team collaboration.

- Developed and maintained the entire GTM pipeline from onboarding to analytics to outboarding.

Senior Sales Development Representative
Volley – Remote
Nov 2021 – June 2024

- Researched and targeted high-value accounts across SaaS, enterprise, marketing and VC-backed startups

- Booked over 800+ meetings by June 2024 through strategic outbound

- Surpassed quota by engaging senior stakeholders (VPs, Founders, Directors)

- Delivered 90% open rates, 48% reply rates, and 13% conversion via outbound

- Created repeatable outbound playbooks for different buyer personas

Education

University of Lagos
Bachelor's Degree in Economics

Skills

- GTM (Go-to-Market) Strategy & Execution
- Workflow Automation (Clay, Make, Instantly, Airtable, Zapier)
- Cold Email Personalization & Outreach
- Lead Generation & Sales Enablement
- CRM Enrichment & Data Operations
- Campaign Analytics & Reporting
- AI for Sales Automation
- Campaign Analytics & Reporting

Certificates & Awards

- Clay Outbound Automation Certification (2025)
- Clay MBA – Growth Hacking & Email List Building (2024)
- Advanced Excel Certificate
- Salesforce Associate Certification
- Top Meeting Booker (Q3 2022, Q3 2023, Volley Impact Award)
- Optisoft Technology Award (2021)