Daayem Shehzad

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Summary:

An outstanding ability to bring strategy and engineering together to execute and lead Go-To-Market motions while understanding client needs, bridging the gap between clients' expectations and my technical team's efforts. A proven track record of increasing company sales and revenue, strategically planning GTM workflows, establishing and training Business Development and Sales teams by implementing systems and processes.

Core Competencies:

- GTM Strategy Design
- Clay
- Account-Based Management
- Clients-Success Management
- Email Outreach
- LinkedIn Outreach
- Native American English
- Workflow Automation
- Copywriting
- Data Enrichment
- Email Infrastructure Setup
- Prompt/Context Engineering
- Intent Signals
- APIs/Webhooks

Clay Cohorts/Certifications:

- Advanced AI Skills Cohort - by Clay
- Clay 101 Cohort - by Clay
- Unlock Clay by Tim Yakubson

Professional Experience

8Leads.io
Fractional GTM Engineer (Contract)   September 2025 - Present

- Managing one GTM client (account based management) - building the Outbound GTM motion infrastructure and campaigns from the ground up, setting up email infrastructure, designing scalable systems, Clay workflows, and tools to support AI-driven outreach campaigns, powered by Clay.
- Did research on the company's ICPs, psychographics, pain points, and messaging angles to find Message-Market Fit.
- Set up multichannel GTM motions with Instantly/Smartlead, HeyReach, Lemlist.
- Built API integrations with relevant tools inside Clay (Apify, Trigify)

BJS Soft Solutions
Fractional GTM Engineer (Contract)   May 2025 - October 2025

- Strategised and built the Outbound GTM motion infrastructure from the ground up, setting up email infrastructure, designing scalable systems, workflows, and tooling to support AI-driven international outreach campaigns, powered by Clay.
- Set up Staffing and Recruitment based GTM workflows with Clay and relevant intent signal tools.
- Helped the company narrow down their ICPs and researched on the company's ICPs, their psychographics, pain points, and messaging angles to find Message-Market Fit.
- Built and deployed region-specific automated outbound email campaigns using Clay, Instantly.ai, sourcing and enriched lead data via Apollo, LinkedIn Sales Navigator, and data directories, to support lead scoring, segmentation, and personalization based on GTM strategy.

Techliance
Founding Go-To-Market Engineer   September 2024 - September 2025

- Built the Outbound GTM motion infrastructure from the ground up, designing scalable systems, workflows, and tooling to support AI-driven international outreach campaigns, powered by Clay.
- Designed hyper-targeted data-driven omnichannel outreach systems (Email, LinkedIn, cold calling) tailored to niche ICPs across the US, UK, EU, and Australian markets with a focus on automation, hyperpersonalization, segmentation, and campaign logic.
- Built and deployed region-specific automated outbound email campaigns using Clay, Instantly.ai, sourcing and enriched lead data via Apollo, LinkedIn Sales Navigator, and other data providers, to support lead scoring, segmentation, and personalization based on GTM strategy.
- Designed and executed targeted personalized LinkedIn marketing workflows aligned with product-market fit and go-to-market goals.
- Applied AI prompt engineering using Clay to craft context-aware messages referencing individual LinkedIn profiles, improving personalization and response rates.
- Hired, trained, and managed BD teams, and created structured workflow documentation and training resources to streamline onboarding for new team members, ensuring consistent execution across GTM processes.
- Ran multivariate A/B testing across subject lines, CTAs, and copy to continuously optimize open rates, CTRs, and reply rates for email campaigns.
- Maintained and optimized lead lifecycle stages in Hubspot CRM to ensure alignment between marketing-qualified and sales-qualified leads.

Nova Industrial
Business Development Manager   October 2023 - September 2024

- Traveled internationally (UAE) representing the company in meetings with vital clients and suppliers.
- Spearheaded the development and execution of growth strategies to drive business expansion and revenue generation.
- Ran successful email marketing and cold calling campaigns generating qualified leads and contributing to an increase in client acquisition.

- Hired, trained, and led a team of business development professionals, enhancing team performance and achieving KPIs.
- Successfully negotiated and closed eight high-value contracts, contributing to 130% revenue growth within 1 year.

Business Development Associate   January 2022 - October 2023

- Ran successful email marketing and cold calling campaigns, generating qualified leads and contributing to an increase in client acquisition.
- Supported the CEO and executive team in preparing proposals, presentations, and contracts for potential clients.
- Assisted in identifying new business opportunities by conducting market research and analyzing competitive landscapes.
- Participated in cross-functional projects to align marketing and sales strategies with business objectives.
- Collaborated with internal teams to develop customized solutions for clients, ensuring proposals met their needs and expectations.

Personal Skills/Traits:

- Team Leadership/Initiative
- Rational Optimist
- Extremely Self-Driven
- Decisive
- Fast Learner
- Highly Articulate

Projects

FINAL YEAR PROJECT: Body Analysis Fitness Tool (Image Processing)
- As a team of two, making a body shape analysis tool project involving CSS, HTML, Python, OpenCV GitFlow

DATABASE MANAGEMENT SYSTEMS PROJECT
- Built a Web application known as "Library Management System".
- Skills used: SQL, EER-Diagrams, DDL, and DML Statements.

OPERATING SYSTEMS PROJECT
- Client Server Application using Python.

Education
Forman Christian College and University   Lahore, Pakistan
Bachelor in Computer Science   January 2022

The International School Of Choueifat   Lahore, Pakistan
High School Diploma   June 2017