

Joseph DeVille

GTM Engineer | Business Systems Administrator

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GTM SUMMARY

Growth-focused GTM Engineer with 5+ years of experience in marketing operations and revenue systems. Specializing in AI-powered outbound campaigns, self-service experiences, and integrated workflows that accelerate pipeline creation and optimize conversion paths across the customer journey.

- **AI-Powered Outbound Expertise:** Leveraged Clay and other enrichment platforms to build automated account research and personalized outreach sequences, enabling scalable pipeline generation and measurable conversion improvements.
- **Marketing Automation Excellence:** Utilized Salesforce/HubSpot with Make/Zapier/n8n to design and execute automated workflows, lead scoring models and executive dashboards, optimizing funnel visibility and conversion rate analytics.
- **System Integration & Optimization:** Implemented seamless connections between CRM, marketing automation, and enrichment tools, improving campaign workflow efficiency and reducing friction across the entire revenue funnel.
- **Conversion Path Analytics:** Transformed complex user journey data into actionable insights through cross-platform analytics, identifying drop-offs and optimizing conversion rates to create measurable business impact on ARR and pipeline velocity.

WORK EXPERIENCE

Ignyte Assurance

GTM Engineer

Apr 2024 - Present

- Designed advanced self-service experiences and gated demo environments with integrated lead scoring, reducing manual qualification time by 30% while maintaining seamless workflow automation.
- Implemented automated outbound campaign infrastructure separating account research, personalization, and engagement sequences, improving overall campaign performance by 23% and accelerating buyer education.
- Constructed AI-assisted marketing workflows that increased lead nurture conversion rates while optimizing campaign attribution and measuring results across multiple touchpoints.
- Built automated email workflows that increased lead nurture conversion rates while maintaining compliance across all regions.

Rainforest QA

RevOps Engineer

Apr 2024-Jan 2025

- Analyzed conversion metrics across engineering, QA, and DevOps personas at high-growth SaaS companies.
- Delivered executive-ready analytics dashboards showcasing pipeline health, quota attainment, and sales velocity metrics.

- Developed automated bounce management and suppression workflows, reducing hard bounce rates by 40% and improving sender reputation through proactive list hygiene
- Designed and maintained email sending infrastructure across multiple MAPs, including load balancing, throttling rules, and ISP-specific configurations for optimal performance

Jamf

Sales Development Representative (SDR)

Jul 2023 - Apr 2024

- Successfully generated and qualified leads for Jamf's suite of Apple device management solutions, exceeding monthly targets by 15%.
- Leveraged technical expertise to understand and address potential client's needs, leading to a 25% increase in meeting conversion rates.
- Utilized Salesforce to manage and track leads, ensuring accurate and up-to-date pipeline information.
- Collaborated closely with the sales and marketing teams to develop targeted outreach campaigns, resulting in a 30% increase in lead engagement.
- Facilitated product overview demos for customers, increasing product knowledge and driving a 10% uplift in software license renewals.

Ellucian

Houston, TX

Cloud Administrator

Apr 2022 - Jun 2023

- Patched and maintained on-premises and cloud-based servers on 600+ devices company-wide, which helped increase security by 91%. Migrated multiple servers into the cloud, including exchange servers, SQL servers, and web servers.
- Successfully tested and implemented hybrid infrastructure and configured multiple projects. Led in multiple migrations, including Staged, Cutover, Replatforming, Hybrid, SharePoint, and OneDrive migrations.
- Implemented MDM management using Intune, Azure, and JAMF for over 500 devices. Pushed out updates, applications, and scripts via SCCM/Intune. Being the leader of most projects and mentoring the helpdesk team.

BrookeSource

Houston, TX

Senior Helpdesk Technician

Apr 2022 - Jun 2023

Amazon

Houston, TX

IT Support Specialist

Apr 2016 - Jun 2018

CERTIFICATIONS

Azure Administration Essential Training

Certified by: LinkedIn

Jamf Certified Tech

Certified by: Jamf

Clay Certified Outbound Automation

Certified by: Clay

Microsoft Certified Solutions Associate: Azure

Certified by: Microsoft

Cold Email Infrastructure Expert

Certified by: Salesforce

SaaS Bros Certified Hungry

Certified by: SaaS Bros

SKILLS

Technical Skills

- Attribution Modeling
- Pipeline Analytics
- Data Visualization
- Funnel Analysis
- CRM Management
- Lead Scoring
- Performance Tracking
- Revenue Forecasting
- A/B Testing
- Sales Enablement
- Email Infrastructure

Platforms / Software

- Hubspot (Admin)
- Pipedrive (Admin)
- Looker
- Smartlead
- Marketo
- Return Path
- Salesforce
- Gong
- Mailgun
- Apollo/Zoominfo
- SendGrid

Functional Sales Skills

- Software Demonstrations
- Market Segmentation
- Pipeline Coverage
- Data Modeling
- CRM Management
- Market Research
- Technical Discovery
- Lead Generation
- SaaS Metrics (ARR/ACV)
- Revenue Operations
- Quota Management

EDUCATION

ITT Technical Institute

Associate's, Computer and Information Sciences and Support Services