



CONTACT

✉ natasha@tashavirtually.com

✉ [My LinkedIn Profile](#)

✉ [My Portfolio](#)

CERTIFICATION

CLAY UNIVERSITY

- [Clay Outbound Automation Certification](#)

SOFT SKILLS

- Problem solving
- Tech-Savvy
- Cross-Functional Collaboration
- Communication
- Time Management & Prioritization
- Critical Thinking

TOOLS

- Clay
- Smartlead
- Instantly
- Apollo
- Hubspot
- Make/Zapier/n8n/OutboundSynch
- HeyReach
- Trigify
- Lemlist
- Sales Navigator
- Phantom Buster
- Twain
- Lead Magic
- Prospeo
- Ocean.io
- Open Mart
- Discolike
- Apify
- Vector / RB2B
- Notion / Clickup

NATASHA ODEYEMI

GTM ENGINEER

PROFILE

Experienced Go-To-Market Engineer with years of experience running successful outbound campaigns on LinkedIn and email as a Rev Ops freelancer, a partnership management employee and GTM Engineer in an outbound agency where I managed 10+ concurrent client accounts across several industries. I use AI tools, Clay, intent triggers, and automation to create outbound campaigns that generate measurable results and pipeline growth. I also build custom workflows to scale outbound operations and manage lead responses effectively. Seeking an in-house role to drive revenue growth and develop scalable processes.

WORK EXPERIENCE

The Conversion Architects

Aug 2025 - Present

Outbound Specialist

- Manage 100+ inboxes, maintaining 95%+ deliverability through active use, warmups, and timely replacements.
- Launch campaigns weekly, reaching 3K-5K leads per sequence across LinkedIn and email.
- Analyze, report and optimize subject lines, CTAs, and targeting to boost conversions and meeting rates.
- Sync Clay tables with HubSpot CRM, automating data updates and reducing manual input by 80%.

Cold IQ

Dec 2024 - Oct 2025

GTM Engineer

- Built 100+ Clay tables integrating APIs and AI agents for targeting and enrichment.
- Launched 50+ outbound sequences with AI-driven personalization and intent triggers.
- Managed 100+ campaigns, optimizing performance through continuous A/B testing.
- Achieved 1 positive reply per 162 emails, 18% above industry average.
- Generated 80+ qualified leads and 34 partnerships in under 90 days.
- Designed intent-based workflows reducing response time by 40%.
- Delivered weekly performance reports and led client calls to review insights and next steps.

Fleri

Jan 2023 - May 2024

Head of Partnerships & Operations

- Developed automation workflows reducing manual tasks by 50%
- Established performance benchmarks and reporting standards
- Built LinkedIn-to-CRM pipelines generating 10+ inbound leads monthly.
- Launched inbound-led outbound campaigns that increased qualified leads by 30%.
- Collaborated with founders and GTM teams to design scalable outbound systems.