



# JOHN IAN "JIM" ORTIZ

## B2B OUTBOUND LEAD GENERATION GTM STRATEGY | CLAY WIZARD

Helping B2B companies generate a steady flow of qualified leads through data-driven outbound systems built on precise targeting and personalized messaging.

Over four years of experience in building scalable outbound frameworks that transform campaigns into consistent revenue pipelines.



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### SKILLS:

- Outbound Strategy
- ICP & Segmentation
- Data Enrichment
- Campaign Execution & Optimization
- Automation

### SOFT SKILLS:

- Superb attention to detail
- Excellent communication and interpersonal skills
- Proven ability to work in a team-fostered environment
- Adaptable to change with strong time-management and prioritization skills
- Passionate about continuous learning and improvement, especially in new tools and processes

### TOOLS I USE:

- Clay
- LinkedIn Sales Navigator
- Instantly.ai
- Lemlist
- Smartlead.ai
- LLMs (OpenAI, Claude, Gemini etc.)
- Snov.io
- Apollo.io
- Hunter.io
- Email Validation Tools
- Serper.dev
- Google Workspace
- Make.com/n8n

## RELEVANT WORK EXPERIENCE

### GTM Engineer

Scalelist

August 2025-December 2025

- Implemented automated inbound-outbound workflows to acquire and nurture SaaS subscribers, helping the company generate leads and conversions on autopilot.

### GTM Engineer

The Scalelab

February 2023 - September 2025

- Managed outbound lead generation for the agency's multiple B2B clients across the APAC region, building targeted prospect lists and crafting hyper-personalized copy boosting engagement and response rates.
- Executed and managed multi-channel outbound campaigns via email and LinkedIn that consistently generated 10-15 qualified leads per month for clients.

### Researcher / Lead Generation Specialist

Bisnow, LLC (Biscrad - CRE Data Project)

January 2022- January 2023

- Worked on various lead generation activities focused on commercial real estate which included company industry tagging and CRE-involved individuals profiling.
- Conducted research to identify, validate, categorize, and verify the CRE contacts and companies salespeople need - and filter out the ones they don't.

### Lead Generation Specialist

Pinoy Homebased Definitive and Deft Society

June 2021- December 2021

- Developed and executed lead generation campaigns which constantly delivered warm leads from the home improvement and real estate industries, 15% of which turned to business partnerships for the group.

### Virtual Assistant

EdukGalaxy Tutorial Center

June 2019- November 2020

- Launched social media and Facebook ads campaigns attracting prospects to register for tutorial services.
- Acquired 100+ daily registration entries, 30 % of which turned to subscribers to our learning services.