
ERVIN RAPO

GTM Engineer | Founder | Outbound & Automation Specialist

Tirana, Albania

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PROFESSIONAL SUMMARY

GTM Engineer and outbound automation specialist with 7+ years of experience designing scalable lead generation, enrichment, and outreach systems for B2B SaaS, ecommerce, real estate, energy, and agencies. Founder of ProspectsEmpire and long-time Upwork professional with 200+ clients served and a consistent 5-star feedback record. Strong background in GTM engineering, research, data quality, AI-assisted qualification, and CRM-driven pipeline delivery. Highly hands-on with Clay-powered workflows and modern outbound stacks.

EXPERIENCE

Founder

Prospects Empire · Full-time

Feb 2023 – Present | Tirana, Albania

- Founded and scaled a GTM and outbound consulting practice focused on Clay-powered lead generation systems.
- Designed semi-automated outbound engines combining enrichment waterfalls, AI-based company qualification, and multi-channel outreach.
- Worked with B2B SaaS, ecommerce brands, agencies, recruiters, and service providers.
- Delivered predictable pipeline through clean data, intent signals, and deliverability-first processes.

GTM Engineering Partner

Scaling Tech Companies · Contract

Jun 2025 – Present | Remote

- Partnering with scaling tech companies to design and implement GTM infrastructure.
- Supporting outbound strategy, Clay workflows, CRM integration, and pipeline automation.
- Translating growth goals into executable systems across email, LinkedIn, and CRM.

Lead Generation Partner

Energex Inc · Contract

Jun 2022 – Present | Remote

- Built and managed outbound lead generation processes for the energy sector.
- Owned list building, enrichment, personalization, and campaign execution.
- Delivered qualified opportunities aligned with Energex's ICP and sales motion.

Head of Research

Sealight – Bid on more projects · Full-time

Sep 2020 – Mar 2024

- Led research and data operations for a B2B demand generation service in commercial real estate.
- Sourced construction and renovation projects from developers and property managers.
- Built highly personalized outreach targeting decision-makers across the US market.

- Delivered sales-ready opportunities directly into client CRMs when projects were ready for bidding.
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Email Marketing Manager & Lead Generation Professional

Upwork

Dec 2016 – 2024 | Tirana, Albania

- Worked with 200+ clients via Upwork and referrals over 7+ years.
 - Specialized in cold email strategy, lead generation, automation, and CRM workflows.
 - Maintained a consistent 5-star feedback rating across all engagements.
 - Helped clients move from manual outreach to scalable, automated systems.
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Sales Executive

Sow Easy

Jan 2018 – Jun 2022

- Managed B2B sales outreach for a UK-based manufacturer of seed-based promotional products.
 - Worked with distributors, agencies, and corporate buyers.
 - Supported growth while aligning with sustainability-focused branding.
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Sales Executive

Buddy Burst

Jan 2018 – Jun 2022

- Sold environmentally friendly, bespoke promotional products to B2B clients.
 - Supported brands looking to grow sustainably through eco-conscious merchandise.
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Brand Ambassador

Rebrandly – Link Management Platform

Sep 2019 – Jan 2021 | Albania

- Represented the Rebrandly platform through outreach and brand advocacy.
 - Supported awareness and adoption of branded link management solutions.
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CORE SKILLS

- GTM Engineering & Outbound Strategy
 - Clay Workflows & Data Enrichment
 - AI-Based Company Qualification
 - Email & LinkedIn Outreach
 - CRM Integration (Close, Salesforce)
 - Lead Research & ICP Definition
 - Deliverability & Pipeline Optimization
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TOOLS

Clay, Smartlead, Instantly, Apollo, Close CRM, Salesforce, Zapier, Make, Prospeo, Apify, LinkedIn Sales Navigator

CLIENT & PERFORMANCE HIGHLIGHTS

- 200+ clients served via Upwork and referrals
 - 100% 5-star feedback record
 - Proven experience across SaaS, energy, real estate, ecommerce, and agencies
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