

Sarah Isabel Downing

GTM Engineer | AI-Powered Growth Strategist | Clay Power User

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Client Relations Manager with a strong GTM Engineering and automation background, bringing 6+ years in B2B consulting and agency environments. I manage client relationships end-to-end (setting expectations, defining ICPs, running weekly reviews, and translating outcomes into clear next steps) while leveraging my technical expertise to ensure accuracy, feasibility, and smooth coordination with GTM teams.

Specialized in designing data-driven acquisition systems, low-code workflows, and AI-powered processes (Clay, OpenAI, Make), which allows me to speak both *business* and *technical*. Passionate about helping clients achieve measurable outcomes through clarity, structured communication, and high-performance GTM operations.

Work Experience

Senior GTM Engineer & Outbound Systems Lead

IVGrowth – Madrid, Spain | Feb 2025 – Present (10 months)

Hybrid Customer Success + GTM role owning client relationships with full visibility over outcomes and expectations.

- Managed a 20+ client portfolio, acting as the primary point of contact across onboarding, weekly updates, and strategic reviews.
- Led kickoffs (in person and online), ICP definition sessions, weekly check-ins, and MBR/QBRs, turning technical workflow data into clear insights and decisions.
- Improved client conversions by 35% for enterprise accounts by aligning expectations, system logic, and GTM execution.
- Identified upsell/cross-sell opportunities (expanding ICPs, new workflows, new channels) that extended client commitments from 3-month trials to yearly contracts, changing the business model from B2B outbound to a end-to-end revops office.
- Proactively mitigated risks (lead quality, misaligned expectations, delivery timelines) through structured communication and escalation.
- Maintained clean documentation in Notion and CRM (decisions, next steps, ICP scopes).
- Owned the GTM Engineering for 20+ accounts to ensure smooth handoffs to BDR's, accurate briefs, and on-time campaign delivery.
- Co-managed a 4-person growth pod with weekly pipeline reviews and KPI-driven prioritization.
- Built custom Clay tables with dynamic filters (ARR, headcount, buyer intent, growth signals) to deliver targeted lists in minutes.
- Created modular GTM playbooks and automations that replaced 70% of manual work, routing enriched leads into CRMs and outreach tools like HubSpot, Instantly, and Smartlead.

BDR & Growth Consultant (Clay Specialist)

IVGrowth – Madrid, Spain | Apr 2024 – Feb 2025 (11 months)

- Launched 1.5k+ targeted outbound campaigns across LinkedIn, email, and cold calling; average positive reply rate >5% across all verticals.
- Generated and enriched over 10,000 contacts using Clay-powered scraping + enrichment workflows (custom APIs, OpenAI-assisted scoring).
- Delivered monthly live workshops and demos to team showing how to leverage Clay to scale growth operations.
- Owned 8 strategic accounts; maintained 90% retention by proactively diagnosing GTM friction and proposing automation solutions.

Growth Ops & Market Dev (Remote, Part-Time)

Wise Athena – Mexico / Spain | Apr 2019 – May 2024 (5 yrs, 2 months)

- Built a 300+ account Spanish pipeline using custom-built enrichment and alerting systems.
- Launched 600+ targeted outbound campaigns across LinkedIn, email, and cold calling; average positive reply rate >4% across all verticals.
- Generated and enriched over 2,000 contacts using Clay-powered scraping + enrichment workflows.

Education

- **Bachelor in Business Studies (BBS)**
 - University of International Business & Economics (UIBS), Madrid | Jan. 2023 – Feb. 2024
- **Erasmus**
 - Universidad Carlos III de Madrid, Spain | Jan. 2022 – Dec. 2022
- **Bachelor in Marketing and Creative Strategy**
 - Universidad de Monterrey, Mexico | Aug. 2018 – Dec. 2021

Courses & Certifications

- Google Analytics for Beginners
- Bloomberg Market Concepts
- DataCamp – Introduction to Python for Developers

Technical Skills

- **Automation & Low-Code:** Clay, Make, n8n, Zapier
- **CRM & Sales Engagement:** HubSpot, Odoo, Capsule, Zoho, Instantly, Smartlead
- **Prospecting & Enrichment:** Apollo, BuiltWith, Crunchbase, Scrap.io
- **Outreach & Email Marketing:** Instantly, Smartlead
- **AI & Data-Driven:** OpenAI, Claude Code, lead scoring, ICP segmentation, data analysis
- **Project Management & GTM:** Clay, Notion

Languages

- English (Native)
- Spanish (Native)

Soft Skills

- Time Management & Multitasking
- Effective Communication (Presentations, Pitching)
- Analytical Mindset & Results Orientation (data-driven decision-making)
- Empathy & Collaborative Work Style (project leadership)
- Cross-functional collaboration

WHAT SETS ME APART

- I'm not afraid to make mistakes, try new things or complete hard challenges.
- Proven track record helping GTM teams move from manual chaos to automated growth
- Fluent in Clay: from data scraping to logic flows, AI-enhanced scoring, and automation
- Can speak to both technical buyers and executive decision-makers. I've crafted 30+ custom decks for C-suite clients
- Not just a strategist, a hands-on builder who loves tinkering, teaching, and pushing tools to the limit