DEEPAK AMIRTHA RAJ

GTM Engineer | Revenue Systems Architect

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EXPERIENCE

GTM Engineer / Outbound Expert

Independent Consultant

📅 09/2025 📍 India

Build repeatable outbound systems for B2B startups using AI and GTM tools like Clay, Apollo, Heyreach, n8n, and Aimfox to drive quality leads and sales growth.

- Design and deploy complete GTM infrastructure including data pipelines, multi-channel orchestration, workflow automation, and CRM architecture generating 300+ qualified opportunities annually.
- Audit existing systems, build workflows, and train teams to get production-ready outbound engines running within 30 days.
- Currently learning to use Cursor and Claude MCPs to create self-improving workflows that find better leads and improve outreach automatically.

Head of GTM & Marketing

KYC-Chain

📅 05/2018 - 09/2025 📍 Hong Kong

Built go-to-market engine from scratch, scaling company from $12K to $2.7M in ARR. Owned full sales cycle from prospecting to customer retention.

- Built Clay, Apollo, and Heyreach workflows for multi-channel outbound prospecting and lead generation.
- Designed n8n automations that reduced manual SDR work by 80%, created playbooks that cut team ramp time from 90 to 30 days.
- Implemented tech stack including Clay, Apollo, Instantly, and HubSpot with automated enrichment, sequencing, and CRM sync.

Senior SDR

Avokaado

📅 02/2022 - 04/2023 📍 Estonia

Built go-to-market system for LegalTech startup expanding into EU markets, establishing repeatable outbound processes for their Contract Lifecycle Management platform.

- Designed GTM approach for Estonia and Lithuania markets, identified ICPs in legal departments and compliance teams, created localized messaging frameworks.
- Implemented Apollo-based prospecting system with automated sequences, built targeted prospect lists for legal ops and procurement teams.
- Created multi-channel outreach campaigns (email + LinkedIn) generating qualified opportunities within first 90 days.

Senior SDR | GTM Consultant

Socure

📅 05/2017 - 07/2018 📍 United States

Built early-stage GTM system for identity verification platform targeting banking and fintech sectors, driving lead generation and pipeline development.

- Designed and ran cold email campaigns targeting banks and fintech companies, researched decision-makers in fraud prevention and compliance, generated sales-ready leads.
- Established repeatable prospecting motion for banking and fintech verticals, worked with CEO and VP of Sales to refine GTM approach.

STRENGTHS

⚙️ **Systems Thinking**

I don't just execute tasks — I build systems. Whether it's a Clay table or an entire GTM engine, I think in workflows, automation, and repeatability. I see how pieces connect and design infrastructure that scales without breaking.

⚡ **Rapid Implementation**

I compress learning curves. What takes most teams 6 months of trial-and-error, I can implement in weeks because I've already broken it. I know which tools work, which integrations fail, and where the gotchas hide.

🗄️ **Data-Driven Iteration**

I obsess over what the data tells me. Every campaign, message, and workflow gets tested, measured, and optimized. I don't guess — I look at conversion rates, response rates, and pipeline metrics to know what's actually working.

🚀 **Builder's Grit**

I learned GTM by doing it wrong first. Cold emails that got ignored. Campaigns that flopped. Systems that broke. That failure taught me resilience and pattern recognition — I know what works because I've lived through what doesn't.

SKILLS

Apollo.io	Clay	Instantly
HeyReach	Apify	Smartlead
Dripify	Trigify	n8n	Make

LANGUAGES

English
Native
🔵🔵🔵🔵🔵

French
Advanced
🔵🔵🔵⚪⚪

Spanish
Beginner
🔵⚪⚪⚪⚪

EXPERIENCE

Partnerships Lead

SelfKey & KeyFi

📅 11/2020 - 02/2022   📍 Mauritius

Built partnership ecosystems for blockchain digital identity and DeFi aggregator projects, managing relationships across crypto exchanges, lending marketplaces, and Web3 communities.

- Secured key token listings on major crypto exchanges for SelfKey, negotiated listing requirements and coordinated technical integrations.
- Built relationships with crypto exchanges and lending marketplaces to integrate KeyFi DeFi aggregator platform, worked with launchpads to drive user acquisition.
- Managed influencer campaigns, arranged podcast interviews with founders, created content for crypto publications building brand awareness across Web3 communities.

Senior SDR

Cenza

📅 10/2016 - 05/2018   📍 India

Led sales development for AI/LegalTech services provider, launching new service lines that became core revenue drivers.

- Rebuilt website into lead-generation engine, implemented conversion tracking and optimization for document review and contract management services.
- Launched AI training and human-in-the-loop services for LegalTech companies, built cold email campaigns targeting legal operations teams, and closed first major deals.
- Built email infrastructure from scratch, created messaging for complex B2B offerings, and scaled the service vertical that remained a core revenue driver after the company acquisition.

Sales Development Representative

Trulioo

📅 03/2016 - 04/2017   📍 Canada

Handled sales development and content creation for identity verification platform, driving lead generation and building thought leadership in KYC/AML space.

- Ran outbound sales campaigns using cold email and prospecting tools to generate qualified leads for identity verification solutions targeting financial services and compliance teams.
- Created content including blogs, ebooks, and guides on KYC/AML topics that drove inbound interest and supported sales conversations.
- Learned different communication styles for sales outreach versus marketing copy, gaining exposure to full GTM motion working across both functions.

KEY ACHIEVEMENTS

⚙️ **Built $2.7M Revenue Engine**

Scaled KYC-Chain from $12K to $2.7M ARR over 4 years by designing and implementing complete GTM infrastructure — outbound automation, content systems, sales enablement, and CRM architecture.

👥 **40+ Clients, 7 Unicorns**

Built GTM systems for over 40 startups. Seven clients have since reached unicorn status, validating the repeatable frameworks and automation systems deployed.

📈 **90-Day Implementation Model**

Compressed years of GTM learning into documented playbooks and production-ready systems that generate qualified pipeline within 90 days of deployment.

🤝 **Triple Partnership Recognition**

Official partner for Clay, HeyReach, and Apollo — recognized across the GTM tech stack for expertise in data enrichment, workflow automation, and revenue systems architecture.

EDUCATION

Master of Business Administration

St Joseph's Institute of Management

📅 2012 - 2014