GTM Engineer/Outbound Sales Exec

CONTACT

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EDUCATION

2017 - 2022
KHARKIV AEROSPACE UNIVERSITY

- Master of Applied Linguistics

SKILLS

- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

Expertise

- Lead Generation/Outbound Sales
- GTM Engineering - Clay tech stack
- Team Management
- CRM Management
- Marketing Analytics
- Email Infrastructure Setup and Warm-up
- Automation/AI Implementation
- Cold Selling
- Budget Planning
- Events Preparation
- Tool Set Setup
- Research
- Partnerships

LANGUAGES

- English (Upper-intermediate)
- Ukrainian (Native)
- German (Beginner)
- Russian (Fluent)

🌐 LinkedIn

IHOR KOZHEMIAKIN
GTM ENGINEER/OUTBOUND SALES EXECUTIVE

PROFILE

High-Growth C-Level in Program-Ace and Softermii, expert in GTM Engineering Lead Generation/Marketing Executive: 6+ years in Marketing/Lead Generation and 4+ years as a C-level Manager.

I worked with: AI, AR/VR/XR, Gamedev, web3 & Blockchain, Trainings&Simulations (Digital Twins), Metaverse, Real Estate, Videoconferencing, Fintech, Healthtech, eCommerce, Real Estate, Hospitality, Social Casino, Biotech, Funding Research.

Tools: **Clay, Cursor, Attio CRM, n8n**, Adyntel, Storeleads, **Apify, Builtwith**, Crunchbase, Dealroom, Findymail, Github, Heyreach, Icypeas, LeadMagic, **Ocean.io**, Notion, Trestle, Apollo, BruteForce, **EmailBison**, Trigify, Datagram, Hubspot/Zoho, Google/Microsoft Docs, Google/FB Marketing and Analytics Tools, LinkedIn (Sales Nav), LeadFeeder, Lemlist, all most popular LLMs, MidJourney, Eventbrite, LeadIQ, PhantomBuster/Texau, Ahrefs/SEMrush. CoinMarketCap, CoinGeko, CoinBase, and much more.

WORK EXPERIENCE

RevenueFlow (ex-Thoughtleadr)
APR 2025 - FEB 2026
Senior GTM Engineer/ / Lead Strategist

- Internal Growth Engine: Co-architected the company's internal client acquisition engine, generating hundreds of SQLs with a consistent 5-10% reply rate; successfully pivoted the strategy from single-channel (LinkedIn/Trigify) to a robust multi-channel infrastructure (Instantly/EmailBison).
- High-Stakes Account Management: Served as the Lead GTME for the agency's most complex and high-value clients; leveraged advanced personalization (Clay/Cursor/n8n) to deliver custom outbound solutions where standard playbooks failed.
- Recruitment Engineering: Engineered data-driven hiring funnels for mission-critical roles, achieving a >50% positive sentiment rate per campaign by utilizing hyper-personalized hooks rather than standard recruiting templates.
- Tech Stack Optimization: Designed and maintained an integrated GTM ecosystem (Cursor, Apify, Apollo, Clay, Cursor), proactively identifying and implementing new tools to stay ahead of market saturation.
- Leadership & Enablement: Acted as the primary technical partner to the Head of Growth, running experimental roadmaps to test AI-assisted workflows and onboarding functional heads to the new outbound systems.
- Advanced GTM Methodology: Actively implemented cutting-edge programmatic outbound strategies (adapting workflows from Eric Nowoslawski/Outbound PhD), ensuring the agency utilized the most sophisticated Clay/Cursor/n8n approaches.
- Generated ~$1M+ in revenue while improving cost efficiency by 2x. Sourced a record-breaking $250k enterprise contract via outbound channels - the largest single deal in the client's history.

RiseApps
DEC 2024 - MAR 2025
Head Of Outbound Sales

- Player-Coach Leadership: Operated as a hands-on leader for a lean, agile team of 4; balanced strategic planning with direct execution of complex outbound campaigns to set the standard for the team.
- GTM Tech Stack Architecture: Personally audited and rebuilt the outbound infrastructure; integrated modern automation tools (Clay, Apollo, etc.) to replace manual tasks, significantly increasing the team's capacity per rep.
- Campaign Execution & Testing: Directly designed and launched A/B tests for email sequences and LinkedIn messaging; analyzed granular performance data to iterate on copy and improve conversion rates in real-time.
- Pipeline Acceleration: Identified bottlenecks in the early stages of the sales funnel and implemented tactical fixes that shortened the "prospect-to-meeting" cycle.

- New Channel Validation: Experimented with and validated new acquisition channels and methodologies, creating "proof of concept" workflows before rolling them out to the wider team.
- Onboarding & Enablement: Created step-by-step playbooks and video walkthroughs based on personal execution, ensuring new team members could ramp up quickly and adopt the updated tech stack.

Program-Ace   MAY 2023 - AUGUST 2024

Head Of Lead Generation

- Department Leadership & Scale: Directed a large-scale department of 15 SDRs and researchers; defined the departmental roadmap, quota structures, and career progression paths to maintain high retention and morale.
- Event & Conference Strategy: Spearheaded the end-to-end preparation and strategy for major international conferences; coordinated logistics, booth messaging, and pre-event outreach, resulting in a high volume of scheduled on-site meetings.
- Strategic Reporting & KPIs: Established a unified reporting framework to provide C-Level executives with transparent visibility into pipeline health, CAC (Customer Acquisition Cost), and team productivity metrics.
- Process Standardization: Systematized the entire lead generation lifecycle—from initial research to deal handoff—removing operational friction and ensuring consistent data hygiene across the CRM.
- Cross-Functional Alignment: Collaborated closely with Marketing, Sales, and Delivery heads to align lead generation efforts with wider company goals and resource availability.
- Budget & Resource Planning: Managed the departmental budget for tools and resources, optimizing spend to ensure the team had the necessary tech stack without overspending.

Softermii   2021 - 2023

Head Of Lead Generation/Inbound Specialist

- Team Leadership & Development: Built and managed a high-performing team of 7 specialists; conducted weekly coaching sessions and call reviews to improve objection handling, resulting in a measurable increase in meeting set rates.
- Inbound & Outbound Synergy: Harmonized outbound sales motions with inbound marketing initiatives (SMM, PPC, SEO, and PR), ensuring consistent messaging across all channels to warm up prospects before outreach.
- Market Strategy & ICP Definition: Conducted granular market research to identify and validate new Ideal Customer Profiles (ICPs) in the Fintech, Videoconferencing, and Healthtech sectors, pivoting the strategy from broad blasting to targeted Account-Based Marketing (ABM).
- Funnel Optimization: Analyzed end-to-end funnel metrics to identify "leaky" stages; redesigned the lead qualification criteria to ensure only high-intent prospects were passed to the closing team.
- Tech & Process Improvement: Audited the existing lead generation workflow and integrated new automation tools, reducing manual data entry time for the team and increasing daily activity volume.
- Cross-Departmental Collaboration: Acted as the strategic bridge between the Marketing and Sales departments, providing feedback on lead quality to Marketing while ensuring Sales followed up on inbound leads within SLA timeframes.
- Achievements: half-automated workflow in 2022 and biggest sale was $200k+.

Cience   2020 - 2021

Sr. Researcher

- Executed high-volume data sourcing operations, building targeted lead lists of 1,000+ contacts per week for enterprise clients.
- Maintained 99% data accuracy in Excel/CRM databases, reducing bounce rates for the outbound sales team.

Infuse Media   Feb 2020 - Nov 2020

Lead Generation/Research Manager

- Conducted granular market research to identify TAM (Total Addressable Market) for Google, Microsoft and other A-Players.
- Initiated initial outreach via social channels, qualifying early-stage leads before handing them off to Account Executives.