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GTM & Revenue Systems Architect

Building scalable, data-driven GTM infrastructure that turns complex enrichment flows, automation pipelines, and lifecycle systems into predictable revenue engines.

Experience

Lead GTM Engineer | ClayVengers

Nov 2025 – Present

Building and deploying GTM systems for 5+ B2B clients across North America, Europe, and Asia. Designing enrichment workflows, signal-based segmentation, automated outbound sequences, and full-stack CRM implementations that drive immediate pipeline and revenue outcomes.



Reddit Keyword Monitoring → Meeting Pipeline System:

Built automated inbound engagement engine that monitored Reddit for buying-intent keywords, scored relevance via ChatGPT, generated contextual reply drafts, and routed qualified leads to admin assistants for scheduling. Delivered ~10 meetings in 60 days with zero manual monitoring.

Architecture: Reddit API monitoring → Clay enrichment → ChatGPT relevance scoring & reply generation → admin handoff for scheduling/nurture.



AI Visibility & Traffic Gap Detection: Enriched ICP with web traffic data, filtered for low organic/search traffic and poor AI visibility, launched persona-specific outreach. 60%+ open rates, automated on 45-day cycle.

Architecture: Clay web traffic enrichment → ChatGPT persona hooks (CEO/CMO) → 45-day re-enrollment.

GTM Engineer & Analyst | Talent Pop

July 2024 – Nov 2025



Featured System: Social Media Sentiment → Pipeline Engine

Architected end-to-end signal-based outreach system that scaled to 100K+ companies on 45-day automated cycles, generating 50+ meetings/month.

Architecture: Apollo list building → HubSpot CRM → Clay waterfall enrichment → Apify social scraping (Instagram/Facebook) → ChatGPT sentiment analysis (filtered for unanswered negative comments) → ChatGPT personalized hook generation (role-based: CEO/CMO/Customer Service Head) → HubSpot re-enrichment → Instantly sequencing → automated 45-day re-enrollment.

Impact: Zero manual intervention. System became the template for the entire company's outbound infrastructure, processing 100K+ unique companies every 45-90 days with consistent pipeline output.



Shared Investor/Board Pipeline: Targeted companies sharing VCs/board members with high-CSAT clients. Extracted investor data via Clay, personalized with client testimonials. Extremely low yield, exceptionally high lead quality.

Architecture: HubSpot → Clay investor enrichment → testimonial personalization → automated outreach.



Review Platform → CX Pain Targeting: Scraped Trustpilot/G2/Capterra for B2B SaaS companies with AI-solvable CX complaints. ChatGPT analyzed patterns and generated personalized outreach. Low volume, exceptionally high meeting-booked rate.

Architecture: Apify scraping → Clay enrichment → ChatGPT analysis → HubSpot → Instantly.

Earlier Roles

Head of Marketing & Growth | Ladeena (Oct 2025 – Nov 2025): Rebuilt attribution architecture, implemented lifecycle marketing system (10x ROI, 22% cart recovery), lifted ROAS from 1.5x to 3-7x.

Head of Growth | Get Licensed (Dec 2023 – Jun 2024): Hit 100% revenue targets through channel reallocation, reduced acquisition costs 13%, tripled organic conversion rates, 3x email conversion lift.

Head of Growth | uMore (Aug 2021 – Feb 2023): Lifted activation 60% to 80%, improved Day 2 retention by 20 points, grew user base to 30K+, ranked top 5 for core keywords.

Growth Marketer | Inflow (Mar 2023 – Jul 2023): CRM reactivation campaigns, 9% trial win-back, 5% incremental Q2 revenue.

Growth Manager - Global | Careem (Jan 2020 – Aug 2021): Growth infrastructure and new user activation across regional super-app markets.

Chief Marketing Officer | Tapmad TV (Jan 2019 – Dec 2019): Growth strategy for OTT platform, secured \$4M Series B.

Education

MBA – Marketing | SZABIST (Shaheed Zulfikar Ali Bhutto Institute of Science and Technology)