

Muhammad Waqas

GTM Engineer & Clay Specialist

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GTM Engineer specializing in Clay architecture and automation systems for B2B companies. Built scalable pipelines that reduced manual operations by 70% and improved efficiency by 40-60%. Specialist in translating complex business requirements into measurable, elegant technical solutions.

Work Experience

GTM Engineer & Clay Specialist | March 2025 – Present

Freelance — Remote

- Architected end-to-end GTM automation systems processing 1,000+ leads monthly through multi-step Clay workflows integrating lead management, outreach tracking, and pipeline reporting
- Increased operational efficiency 40-60% via complex table design with advanced filtering, conditional logic, API integrations, and cross-platform enrichment
- Built automated follow-up sequences and dynamic lead scoring systems that eliminated 70% of manual GTM tasks while maintaining personalization at scale
- Generated 50-100 qualified leads monthly for SaaS clients through AI-powered outbound combining Clay, Apollo, Sales Navigator, and email automation with conversion tracking
- Improved data accuracy from 60% to 95% and boosted lead conversion rates 25-50% by translating business objectives into technical workflows for cross-functional remote teams
- Delivered documentation and training enabling client teams to operate complex automation systems autonomously

Digital Marketing & Automation Specialist | 2020 – 2024

Freelance — Remote

- Managed full-cycle campaigns for 15+ clients with GTM strategy, outreach automation, and performance tracking through integrated dashboards

- Created reporting systems translating raw data into strategic insights for campaign optimization and budget allocation
 - Improved engagement metrics 25-50% and conversion rates through workflow optimization, A/B testing, and automated campaign management across email and LinkedIn
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Impact Metrics

- **\$50K+ saved** in manual labor costs through automation systems
 - **95% data accuracy** maintained across 10,000+ enriched records
 - **3-5 day delivery** for complete GTM system implementation
 - **500+ hours** of manual work eliminated monthly across client base
 - **18% average reply rate** on AI-powered outreach campaigns
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Case Studies

B2B SaaS: \$2M ARR Company

Challenge: Manual lead research consuming 20 hours/week with 40% data inaccuracy

Solution: 8-step Clay enrichment pipeline → Apollo → Instantly with AI personalization

Result: 18% reply rate, 12% conversion, 70% time savings, \$30K annual cost reduction

E-commerce Agency: Multi-Client Operations

Challenge: Managing 15 clients with fragmented data across 8 platforms

Solution: Centralized Clay hub with real-time sync, automated reporting, cross-platform triggers

Result: 60% efficiency gain, 48-hour reporting reduced to real-time, 3x client capacity

Cold Outreach System

Challenge: Manual follow-ups limiting scale and personalization

Solution: Multi-step Clay workflow with engagement-based lead scoring and AI-generated custom fields

Result: 500+ leads processed weekly, 70% effort reduction, automated A/B testing

Technical Stack

Clay Expertise: Advanced formulas, HTTP API, webhooks, custom integrations, data normalization

Enrichment Providers: Claygent, Prospeo, Hunter.io, Clearbit, ZoomInfo API integration

Automation: Workflow orchestration, multi-step sequences

GTM Tools: Apollo, Sales Navigator, Instantly, Smartlead, Lemlist, Heyreach

Technical: API integration, data transformation, system design

Core Competencies

Engineering: Pipeline architecture, workflow automation, API integrations, data enrichment, system design

Analytics: Lead generation, data scraping & cleaning, lead scoring, conversion tracking, performance optimization

Collaboration: Remote teamwork, client communication, training delivery, cross-functional coordination, strategic thinkin

Certifications

Certified Clay Expert - Unlock Clay

Issued May 2025

Clay 101 Cohort 16 Graduate

Issued Jun 2025

Education

Matriculation – Biology | 2019

Islamabad Model School, Islamabad

Languages

English (Fluent), Urdu (Native)