

# SHOAIB RAZA

## GTM ENGINEER

### PROFESSIONAL SUMMARY

Results-driven GTM Engineer specializing in scaling outbound sales through data-driven automation and personalized outreach. Expert in building end-to-end GTM workflows delivering 4.39% reply rates and 31.58% positive responses. Combines technical proficiency in Python, SQL, and workflow automation with strategic business development to optimize lead generation and conversion.

### CONTACT

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### WORK EXPERIENCE

#### GTM Engineer | 10/2025-Present

##### Otto Outbound (Remote)

- Design and implement scalable GTM workflows covering data acquisition, offer development, sequencing, and reporting
- Optimize LLM costs by integrating JINA LLM into Clay workflows, reducing OpenAI expenditure by 10x
- Build end-to-end automation solutions using n8n and API integrations for multi-channel outreach campaigns

#### Jr. GTM Engineer | 2/2025 - 10/2025

##### Peak Uplift Digital (Remote)

- Executed personalised cold email campaigns, achieving a 4.39% reply rate and a 31.58% positive response rate
- Managed outreach of 1,261 emails with only a 0.23% bounce rate through rigorous email validation and segmentation

#### Clay Expert | 10/2025 - 2/2025

##### Weezly (Remote)

- Specialised in Clay workflow optimisation for lead generation and data enrichment processes
- Created cost-efficient solutions by integrating third-party LLM providers into existing workflows
- Trained team members on advanced Clay features and best practices for scalable outreach

### ACADEMIC HISTORY

#### Intermediate in Commerce

- Business/Commerce, General | Bise Lahore
- Mar 2017 - May 2019

### KEY ACHIEVEMENTS

- Achieved 4.39% reply rate with 31.58% positive responses from cold email campaigns (1,261 emails sent)
- Reduced LLM operational costs by 10x through strategic integration of alternative AI providers
- Successfully transitioned from Customer Success to GTM Engineering within 9 months through self-learning and hands-on practice
- Optimized 300 manually scraped emails to 26 validated high-intent leads using free trial tools (Clay & Smartlead)
- Helped agency owners win \$5k-\$300k projects by sharing free RFP documents and application guidance (20% success rate)