

James Praise

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PROFESSIONAL SUMMARY

GTM Engineer with 7+ years of experience designing and operating revenue systems across B2B and SaaS companies. I specialize in building end-to-end lead generation and outbound infrastructure that connects positioning, data enrichment, automation, and sales execution. My work has contributed to \$10M+ in qualified pipeline, measurable improvements in activation and conversion, and scalable outbound systems used by growth and revenue teams. I operate at the intersection of GTM strategy and technical execution, turning vague growth goals into reliable, automated workflows.

TECH & GTM STACK

- Automation: Clay, n8n, Zapier, Claude Code, ChatGPT
- CRMs: HubSpot, Salesforce, Marketo, Zoho CRM
- Outbound: Instantly, Lemlist, Smartlead, LinkedIn Sales Navigator
- Data & Enrichment: Apify, Clearbit, Cognism, Apollo, Google Sheets
- Analytics: GA4, Mixpanel, Looker
- Ops & Execution: Notion, ClickUp, Trello

GTM ENGINEERING SKILLS

- Lead enrichment, segmentation, and routing systems
 - Outbound automation and personalization at scale
 - CRM and RevOps workflow design
 - PLG and lifecycle automation
 - GTM data pipelines and experimentation frameworks
 - Prompt Engineering, Vibe coding, AI Agent Setup, Custom GPTs
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PROFESSIONAL EXPERIENCE

GTM & SEO Consultant | Hank Robotics | Aug 2025 – Nov 2025

Hank Robotics (B2B, AI-Powered Drone & Robotics Solutions Provider)

- Designed a 90-day inbound GTM engine combining SEO, paid acquisition, and CRM automation.
- Delivered 267 percent growth in search clicks and 1,900 percent growth in MQLs.
- Built analytics dashboards to track acquisition, conversion, and pipeline performance.
- Supported U.S. market entry through positioning and lead generation systems.

Founder & Builder | Marketing In Action Newsletter | Apr 2024 – Present

Marketing In Action (Newsletter, Media & Community Platform)

- Built an execution-first GTM education and media platform focused on real-world systems.
- Designed and documented GTM automation workflows using Clay, n8n, Zapier, and AI agents.
- Grew the newsletter to 2,000+ subscribers with 47 percent average open rate.
- Publish playbooks and templates used by marketers and GTM engineers.

Growth, GTM & Demand Generation Lead | FunnelEnvy | Feb 2024 – Sept 2025

FunnelEnvy (B2B, Growth Marketing Service Provider)

- Designed and implemented an AI-enabled outbound GTM stack combining Clay, n8n, Claude Code, Smartlead, CRM workflows, and enrichment tools to target enterprise accounts.
- Built automated lead pipelines covering account sourcing, enrichment, segmentation, and routing into CRM.
- Launched personalized outbound campaigns across email and LinkedIn, improving reply rates by 27 percent and driving qualified enterprise meetings.
- Implemented experimentation and prioritization frameworks to continuously improve outbound performance.
- Built cross-tool measurement systems connecting HubSpot, GA4, and Looker for funnel visibility.

Product Marketing Manager | Reform | Feb 2024 – Sept 2025

Reform (SaaS, MarTech)

- Rebuilt lifecycle automation and PLG funnel systems across onboarding, nurture, and upgrade paths.
- Led trial and lifecycle improvements that increased trial-to-paid conversion by 21 percent.
- Designed GTM workflows that aligned positioning, onboarding triggers, lifecycle messaging, and in-product nudges.
- Built internal systems to standardize feature launches and GTM execution.
- Ran AI-driven content and SEO experiments using automated pipelines for research, production, and publishing.

Head of Inbound Marketing & Revenue Ops | Distrobird | Feb 2024 – Apr 2024

Distrobird (SaaS, Sales Engagement & Automation Platform)

- Built a bottom-of-funnel inbound system targeting high-intent CRM and sales automation keywords, aligning SEO, content, and conversion paths to revenue outcomes.
- Designed and implemented SEO-to-CRM pipelines that captured, qualified, and routed inbound demand into sales workflows.
Drove 500,000+ monthly search impressions and 5,000+ organic clicks through systematic keyword clustering and programmatic content execution.

Head of Growth & Marketing | Bujeti | Sep 2023 – Feb 2024

Bujeti (SaaS, FinTech, Spend & Expense Management Platform)

- Built B2B lead generation systems combining inbound, outbound, and lifecycle automation.
- Generated 1,331 MQLs in six months and scaled B2B customers by 500 percent.

- Designed CRM workflows for lead qualification, routing, and follow-up.
- Improved landing page conversion rates by 20 percent through funnel and messaging optimization tied to GTM data.

CRO & Demand Generation Manager | Cecure Intelligence Limited | Jun 2022 – Sep 2023

Cecure Intelligence Limited (B2B, Technology & Training Provider)

- Led **revenue operations across Sub-Saharan Africa**, generating **1,646 MQLs & 406 SQLs**.
 - Secured **\$326K in sales velocity** and managed **\$3.4M+ in open deals**.
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EDUCATION & CERTIFICATIONS

- **MBA, Entrepreneurship & Innovation** | Miva Open University (Expected 2026)
 - **Product Marketing PMMC™ Certification** | Product Marketing Alliance (2025)
 - **Outbound Automation & AI GTM Engineering Certification** | Clay 2025
 - **BSc. Biochemistry** | University of Lagos (2018) | **CGPA: 4.46/5.0**
 - **Certifications:** HubSpot (SEO, SEM, Content Marketing), Google (Digital Analytics, Display Ads), Agile (Scrum & Kanban)
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