

# Shashwat Singh

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Maharashtra, India

## Summary

GTM Engineer focused on building scalable lead generation and conversion systems. Experienced with Smartlead, Clay, Apollo, and automation tools like n8n and Make. Designs end-to-end pipelines from lead sourcing to CRM sync and follow-ups. Strong focus on reliability, deliverability, and measurable pipeline outcomes. [LinkedIn Link](#)

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## Projects

### Agency Profitability Monitor

Built API-driven reporting pipeline across 4 platforms with automated Slack delivery. Processed 1,500+ records weekly with error handling and retries. Reduced manual reporting by 70% and improved visibility for decision-making.

### Mortgage Lead Qualification & Conversion System

Built end-to-end lead intake, enrichment, and qualification system for 100+ monthly leads. Automated scoring, approvals, and follow-ups using business logic. Reduced screening effort by 60% and onboarding time to under 5 minutes.

### Real Estate Lead Capture & Routing System

Built inbound lead system handling 200+ monthly leads via webhooks. Automated qualification, routing, and CRM sync with fallback handling. Reduced response time to under 2 minutes and improved routing efficiency by 75%.

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## Experience

### GTM Engineer

Upwork

05/2025 - Present

- Design and deploy end-to-end GTM systems, from lead sourcing and enrichment to outreach, CRM sync, and conversion workflows
- Build and manage cold email infrastructure in Smartlead, including domain setup, inbox rotation, and deliverability
- Develop Clay-based enrichment and qualification pipelines with APIs, scoring, and automated routing
- Own full system lifecycle, discovery, build, deployment, monitoring, and continuous optimization of live workflows

### Multimedia Designer

Transform Rural India • Remote

07/2022 - 04/2025

- Managed structured production workflows for 4+ digital platforms, standardizing publishing processes and reducing content turnaround time by 35%.
  - Coordinated 20+ monthly content assets across teams, improving delivery consistency and reducing revision cycles by 30%.
  - Implemented workflow checklists and structured asset tracking, decreasing publishing errors by 40%.
  - Contributed to audience growth by optimizing visual consistency and cross-platform formatting, supporting 25% increase in engagement over 12 months.
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## Skills

**Outbound GTM Systems:** Lead sourcing, enrichment, ICP targeting, sequencing logic, deliverability fundamentals

**GTM Stack:** Smartlead, Clay, Apollo, HubSpot

**Automation & Infrastructure:** n8n, Make, Zapier, Python, Javascript, Github, APIs, Webhooks, Error handling

**Pipeline & CRM:** Lead routing, lifecycle management, data sync

**AI Integration:** LLM integration, Prompt design, AI assisted task automation

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## **Education**

### **B-Tech (Electronics & Telecommunication)**

Bharati Vidyapeeth University • Pune

06/2026

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## **Certificates**

N8N Course Level 2, 100 Days of Code™: The Complete Python Pro Bootcamp, The Complete Full-Stack Web Development Bootcamp, AI App Builder Certification