

MILTON CORREA

GTM Engineer | Outbound Automation Specialist | Clay Certified
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PROFESSIONAL SUMMARY

GTM Engineer specializing in automated outbound infrastructure for B2B companies. Clay-certified (Outbound Automation, 2026) with a computer engineering background and proven ability to build end-to-end revenue systems, from ICP definition and data enrichment to sequencing and deliverability. Bridge the gap between sales strategy and technical execution by building scalable, data-driven pipelines that deliver qualified leads without manual overhead. Delivered scalable outbound pipelines generating qualified leads across enterprise and competitive B2B markets.

CERTIFICATIONS & TRAINING

Clay Outbound Automation Certification - Issued by Clay.com, February 2026

Validates proficiency in: multi-source lead enrichment, AI-powered personalization, conditional logic, outbound tool integration (email sequencers), and end-to-end campaign automation.

Unlock Clay - Full Course Completion (78 lessons, 12+ hrs) - Clay data sourcing, enrichment, Claygent/AI workflows, webhook integrations, GTM monetization

PROFESSIONAL EXPERIENCE

GTM Engineer & Outbound Automation Specialist | [Scalii](#) | January 2025 - Present

- Build and manage targeted prospect lists using Apollo.io and LinkedIn Sales Navigator, sourcing and qualifying decision-makers across B2B verticals
- Design and execute multi-step cold email sequences in Smartlead, managing inbox rotation, send schedules, and reply handling
- Set up and maintain email deliverability infrastructure: domain configuration, DNS records, warm-up protocols, and bounce management
- Create N8N automation workflows for lead enrichment, data qualification, and handoff to sales teams
- Qualify inbound and outbound leads and coordinate pipeline handoff to closing teams
- **Achievement:** Reduced email bounce rate from 49% to under 2% through deliverability infrastructure overhaul
- **Achievement:** Built and executed campaigns reaching 10,000+ prospects with systematic targeting and segmentation
- **Achievement:** Generated qualified pipeline in trust-resistant industries through personalization and intent-based targeting

Business Developer (GTM & Growth) | [MetaSurfAI](#) | January 2024 - December 2025

- Owned GTM strategy for pre-launch Web3 advertising platform - ICP definition, positioning, outbound motion
- Ran cold email and LinkedIn outbound campaigns for investor outreach, securing fundraising meetings
- Led user acquisition strategy generating 114K+ impressions with engagement rates up to 3.85%
- Tested and iterated go-to-market positioning across creator and advertiser audience segments

Paid Acquisition Specialist | [Refonte Learning](#) | November 2024 - January 2025

- Managed Google Ads campaigns with ROI optimization focus - delivered 8.5x ROAS on EUR167 budget
- Increased CTR by 18% through systematic A/B testing and landing page optimization
- Used Hotjar for behavioral analysis to drive conversion rate improvements

Corporate Language Consultant | **Speexx** | *December 2020 - Present*

- 8,000+ hours delivered to enterprise clients including Bank of Italy, Volkswagen, Bayer, Vodafone, Telecom Italia
- Demonstrated ability to manage complex client relationships and customize solutions to organizational needs

GTM TECH STACK & SKILLS

Automation & Enrichment: Clay.com, N8N, Claygent, OpenAI, Webhooks

Outbound Sequencing: Smartlead, Instantly

Data & Prospecting: Apollo.io, LinkedIn Sales Navigator, RB2B, Trigify

CRM & RevOps: HubSpot, CRM data flows, pipeline management

Paid Acquisition: Google Ads, Hotjar, conversion optimization

GTM Capabilities: ICP Definition, Campaign Strategy, List Building, Personalization at Scale, Email Deliverability, AI Prompt Engineering, Data Normalization

Technical Foundation: Informatics Engineering (B.Sc.), Conditional Logic, Data Pipelines, Systems Integration

EDUCATION

Bachelor's Degree in Informatics Engineering - Instituto Politecnico de Braganca

September 2017 - September 2021