

DIANA PERTSEVA

GTM Engineer · Growth Strategist · AI Automation Architect

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GTM Engineer with 10+ years building revenue systems that connect leads to closed deals. I architect AI-powered outbound engines, data enrichment pipelines, and CRM integrations for B2B SaaS and AI companies — then teach others to do the same. Currently serving Y Combinator startups and leading Clay Club Montreal (70+ practitioners).

CORE COMPETENCIES

AI-Powered GTM Systems · Outbound Automation · Data Enrichment & Waterfall Architecture · **Revenue Operations** · CRM Integration & Automation · Lead Scoring · Cold Email Infrastructure · Product Marketing · **Growth Strategy** · Community Building · Content Marketing · Campaign Strategy

TECHNICAL STACK

GTM & Automation: Clay (Certified), n8n, Apify, Apollo, Instantly, HeyReach, Make **CRM & Marketing:** HubSpot, Salesforce, Intercom, Mailchimp **AI & Data:** Claude, ChatGPT, Claygent, prompt engineering, SQL, API integrations, web scraping **Web:** Webflow, Claude MCP

PROFESSIONAL EXPERIENCE

GTM Engineer & Consultant | *Diana Pertseva, GTM Consultancy* May 2025 – Present

Clay-powered GTM automation consultancy serving B2B SaaS and AI startups. Clay Club Lead, Montreal.

- **Built outbound engines for 5+ clients** including two Y Combinator S25 companies, Zeffy, and enterprise clients — delivering Clay-powered prospecting systems, enrichment pipelines, and personalized multi-channel outreach campaigns.
- **Designed a signal-based lead gen system for a real estate SaaS** that discovered a novel pain point: Zillow responsiveness ratings. Turned raw Apollo data into hyper-targeted outreach where every conversation started with a problem the prospect already knew about but needed help solving.
- **Increased a client's website conversion from 0.7–1.2% to 6.1%** by building an intent-capture pipeline that tracked which companies visited the site, what they viewed, and where they came from. Used AI to score leads on behavioral signals, enriched with company data, and triggered personalized follow-ups addressing the exact pain point each prospect had explored — proving the fix wasn't better landing pages but smarter infrastructure.
- **Lead Clay Club Montreal (70+ attendees at flagship event)**, organizing hands-on workshops on AI-powered GTM strategy and building the largest Clay practitioner community in Quebec.

Head of Growth & Ambassador Program | *Autonomys (AI Agents Infrastructure)* Jul 2021 – May 2025

Series A crypto infrastructure startup building decentralized AI agent networks. First marketing hire. Palo Alto (remote).

- **Scaled community from 5,000 to 90,000+ members**, architecting a full-stack growth engine spanning content marketing, developer relations, community activation, and strategic partnerships that established Autonomys as a recognized brand in decentralized AI infrastructure.
- **Built and led a 70-member global ambassador team across 20+ countries**, creating the operational framework — values, KPIs, onboarding, async workflows — that transformed volunteer advocates into a high-performing distributed workforce acting as a true extension of the core team.
- **Drove investor engagement that contributed to a \$35M seed round**, building the company website and creating an investor pitch deck that translated deeply technical infrastructure into a compelling market narrative for institutional investors.
- **Operated as the sole growth function for 18+ months**, simultaneously owning product marketing, community strategy, content, CRM, investor comms, and developer onboarding — the kind of high-agency, zero-to-one operator role that only exists at the earliest stages of ambitious startups.
- **Closed the feedback loop between community and product**, leveraging ambassador networks and direct user relationships to surface product insights that informed engineering roadmap decisions for miner and validator infrastructure.

Head of B2B Marketing → Head of Product Marketing | *NaPopravku (MedTech)* 2015 – Oct 2019

Russia's leading medical appointment marketplace. Built B2B marketing from scratch, then promoted to lead consumer marketing.

- **Generated 20–35% of annual sales revenue YoY** by implementing an integrated B2B marketing strategy: content marketing, cold email, performance ads, and CRM lead management.
- **Drove 150–300 new business leads monthly** through a dedicated B2B website with targeted landing pages, contact forms, and conversion-optimized user flows.

- **Grew email subscriber base 253% (15K → 53K)** by launching a medical content blog and targeted email campaigns that drove repeat engagement and platform stickiness.
- **Scaled B2B contact base 733% (600 → 5,000)** by creating 10 downloadable guides and running targeted social campaigns, adding 50–200 new subscribers monthly.
- **Increased repeat platform usage by 9.8%** through designing and launching a loyalty program with dedicated web and landing page experiences.
- Built a B2B marketing blog reaching 7,000 monthly views, establishing NaPopravku as the go-to resource for medical practice marketing.

THOUGHT LEADERSHIP & COMMUNITY

- **YouTube Creator — AI GTM Systems Series:** Producing educational content on AI-powered go-to-market workflows, Clay automation, and outbound engineering. Teaching the systems behind modern revenue operations to a growing audience of GTM professionals.
- **Clay Club Lead, Montreal:** Founded and lead Montreal's Clay practitioner community. 70+ GTM professionals attended the flagship event. Monthly hands-on workshops on outbound automation, data enrichment, and AI-driven prospecting.
- **GTM Educator & Coach:** Train B2B marketing teams and startup founders on Clay-powered GTM systems, AI workflow orchestration, and modern outbound strategy. Bridging the gap between GTM theory and hands-on technical execution.

CERTIFICATIONS

Clay Automated Outbound Certification • Clay University • 2025

Clay AI GTM Certification • Clay University • 2025

HubSpot Marketing Hub Certification • HubSpot Academy • Expected 2026

EDUCATION

Master's Degree in Marketing • Herzen State Pedagogical University, Saint Petersburg • 2012–2014

Bachelor's Degree in Marketing • Herzen State Pedagogical University, Saint Petersburg • 2008–2012

Languages: English (Professional / C1) • Russian (Native)