

RASHI AGARWAL

GTM Engineer | Lead Generation Specialist | Outbound Systems Expert

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PROFESSIONAL SUMMARY

Experienced in building GTM and outbound systems, managing email campaigns, and using data/scraping tools for lead generation. Skilled with Apollo, Clay, LinkedIn, and more. Delivers results for SaaS, marketing, and gaming clients.

PROFESSIONAL EXPERIENCE

LeadGrow.ai — GTM Engineer

May 2025 – Present

- Build and optimize outbound systems for clients in SaaS, marketing, and gaming industries
- Create compelling 1-line PVPs and AI-assisted messaging using ChatGPT and Claude
- Develop and execute outbound campaigns using Instantly, Smartlead, and Email Bison
- Research, enrich, and build targeted prospect lists using Apollo, LinkedIn Sales Navigator, Crunchbase, Ocean.io, and industry directories; scrape data using Apify, RapidAPI, Instant Data Scraper, and ExportApollo
- Manage client communication and deliverables across multiple concurrent campaigns
- Implement GTM strategies focused on deliverability management and email infrastructure optimization

Independent Contractor — Clay Specialist & Lead Generation Expert

June 2021 – Present

Clay Expertise:

- Designed advanced Clay workflows, enrichment automations, and GTM setups for clients
- Normalized and personalized data tables in Clay to create optimized lead lists
- Executed AI-powered enrichments including job title and company name normalization and waterfall enrichment workflows
- Automated data gathering using webhooks integrated with sources like Trigify for social signals
- Validated emails through APIs such as Zerobounce within Clay workflows
- Created email sequences using templates in Clay and pushed leads to campaigns in Smartlead and Instantly

- Developed and integrated advanced ChatGPT prompts using Claude Sonnet and OpenAI API within Clay
- Utilized HTTP API for non-native Clay integrations like Bounceban and Reoon

Email Campaign Management & Client Collaboration:

- Specialized in inbox management, email marketing, campaign management, and improving email deliverability using Smartlead and Instantly
- Set up and configured DNS settings to ensure email authentication and improved deliverability rates
- Successfully collaborated with international clients through Upwork and Freelancer.com, achieving top-rated freelancer status
- Extensive experience with lead generation tools including Apollo.io, HubSpot, Airtable, Lusha, LinkedIn Sales Navigator, and Zoominfo

Lynk Global — Company Research & Data Analyst (Contract)

May 2021 – June 2021

- Researched relationships between companies and key stakeholders using Zoominfo, Crunchbase, and Owler
- Assisted in market expansion and product development initiatives by analyzing data and mapping business connections

Study.com — Online Research Associate (Independent Contractor)

January 2021 – September 2021

- Conducted keyword research and outreach using Buzzstream to improve Study.com's content strategy
- Managed and verified lead information, integrating data into the lead management system for outreach

Datamatics Financial Services — Web Research Associate

May 2015 – 2019

- Leveraged tools like Email Hunter and Voila Norbert for email verification and ensured accurate data extraction for client projects
- Performed list building, data validation, and reformatting using MS Excel to meet client requirements

WNS Networking Services — Technical Recruiter

August 2008 – February 2009

- Managed full-cycle recruitment for US-based clients, sourcing candidates from Monster and Dice for contract and permanent positions

Harjai Computers Pvt. Ltd. — Senior HR Executive

March 2008 – July 2008

- Recruited for technical positions including Java, .NET, and Oracle Apps
- Managed interview scheduling and coordination with clients

Data Core Technologies Pvt. Ltd. — Research Associate

April 2006 – October 2007

- Sourced and screened IT professionals, conducted interviews, and performed reference checks for multiple roles

CORE COMPETENCIES

GTM & Outbound Systems: Campaign Development, Outbound Messaging, PVP Creation, Email Infrastructure, Deliverability Management

Lead Generation & Research: List Building, Prospect Research, Data Enrichment, Lead Scoring, ICP Development

Tools & Platforms: [Clay.com](#), [Apollo.io](#), LinkedIn Sales Navigator, Crunchbase, [Ocean.io](#), Smartlead, Instantly, Email Bison, Phantombuster, Outscraper, HubSpot, Airtable, Zoominfo, ExportApollo, SalesQL

Technical Skills: Web Scraping, API Integration, HTTP API, Webhook Automation, DNS Configuration, Email Authentication, Data Normalization, ChatGPT & Claude AI Integration

Campaign Management: Email Marketing, Multi-Channel Outreach, Sequence Building, A/B Testing, Deliverability Optimization

EDUCATION

MBA (Marketing) — Jiwaji University, Gwalior | 2004 | 70%

B.Com — Kamala Raja Girls Autonomous College, Jiwaji University, Gwalior | 2002 | 61%

CERTIFICATIONS

- Google Data Analytics Professional Certificate — 2022
- Professional Diploma in International Business — All India Management Association | 2016 | 70%
- Higher Diploma in Software Engineering — Aptech Ltd | 2002 | 'A' Grade

Date of Birth: 24th August 1982