

**Carmen Lam** | Toronto, CAN | carmen.jx.lam@gmail.com | (416) 819-0298

Clay-Certified GTM Engineer | [LinkedIn](#) | [GitHub](#)

## **TECHNICAL SKILLS**

**Languages:** Javascript, TypeScript, SQL, Python

**Technologies:** Node.js, React, Next.js, HTML, CSS, Bootstrap, PostgreSQL, MongoDB

**GTM:** Clay, Frontspin, TitanX, Instantly, Smartlead, Heyreach, LaGrowthMachine, Hubspot, Salesforce

## **WORK EXPERIENCE**

**Ready Set Leads | GTM Engineer** | Apr 2025 - Mar 2026

- Built end-to-end outbound and growth infrastructure for B2B startups, integrating CRM systems, enrichment providers, and AI tooling into automated GTM pipelines using Clay.
- Developed lead sourcing and enrichment pipelines using Clay, custom APIs, and external data providers to generate ICP-qualified prospect lists at scale.
- Implemented multi-channel outbound systems across email, LinkedIn, and cold calling.
- Built internal GTM tools for prospecting and data workflows, using Claude Code to rapidly prototype and ship new tooling.
- Built analytics dashboards and attribution pipelines to track campaign performance, pipeline generation, and GTM experiments.
- Automated lead enrichment and routing workflows across HubSpot and Salesforce, reducing manual prospecting time by 40-70%.
- Developed AI-assisted personalization workflows that increased cold email reply rates from 2% to 5-7%.

**Ontario Government Treasury Board Secretariat | Junior Programmer** | Sep 2024 - Apr 2025

- Maintained and improved internal enterprise applications through full-stack development using React, TypeScript, Java, and C#.
- Debugged backend APIs supporting internal directory and talent management systems.
- Implemented automated validation audits using C# to detect data inconsistencies across enterprise applications.
- Developed unit tests in Java and React using Jest and React Testing Library, improving test coverage and application reliability.
- Collaborated across teams using Git-based workflows and Azure DevOps.

**Ready Set Leads | Software Engineer Intern** | Apr 2024 - Sep 2024

- Built lead sourcing and enrichment pipelines using Clay, REST APIs, and Python-based data scraping, generating ICP-qualified prospect lists from multiple data providers.
- Developed GTM data workflows and attribution dashboards using JavaScript/TypeScript and SQL to track campaign performance and support outbound experimentation.
- Built automations connecting Clay, Attio, and outbound platforms, reducing manual prospecting and operational work by 40–70%.
- Implemented AI personalization workflows that generated outreach messaging using enriched prospect data.

## **CERTIFICATIONS**

**Clay | Inbound Automation** | Mar 2026

**Clay | Automated Outbound** | Mar 2026

**Clay | AI Skills** | Mar 2026

## **EDUCATION**

**Georgia Institute of Technology | Master of Science, Computer Science** | Expected Jan 2028

**Seneca Polytechnic | Advanced Diploma, Computer Programming & Analysis** | Oct 2022 - Oct 2025

**University of Waterloo | Bachelor of Science, Honours Science, Minor in Biology** | Sep 2017 - Jul 2021