

Mariyan Nijanthan

GTM ENGINEER

Growth Systems Builder

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I build GTM systems that get used.

Most automation fails at adoption not architecture.

Product design thinking applied to revenue infrastructure

produces better results than pure technical GTM thinking.

Sri Lanka · Remote

PROFILE

GTM Engineer with a product design foundation building automation-driven growth systems for B2B SaaS.

I started as a product designer. Over time I kept running into the same problem. Companies were building GTM systems that worked technically but nobody was using them. Sequences felt robotic. Enrichment pipelines got ignored by sales. Dashboards nobody trusted. Automation that ran but produced nothing.

The root cause was always the same. These systems were designed for data not for humans.

That gap is where I work now.

I specialise in Clay enrichment workflows, signal-based prospecting, AI-powered data pipelines, and outbound infrastructure. What makes my approach different from most GTM Engineers is the product design background. I think about the person using the system not just the data flowing through it. That means the systems I build get adopted not just deployed.

What I bring to a GTM team:

Clay workflows and enrichment pipelines that feed clean structured data into outbound

Signal-based prospecting systems that replace manual research end to end

n8n automation connecting data sources, CRMs, and outbound tools without breaking

AI-powered pipelines using LLMs for prospect intelligence and data enrichment

Product thinking applied to GTM infrastructure so your systems actually get used

Reduced manual prospect research from 4 hours per day to under 30 minutes through automated enrichment pipelines

TECHNICAL STACK

GTM & ENRICHMENT

Clay Apollo API

Cognism Clearbit

Signal-based BD

ICP Frameworks

AUTOMATION

n8n Zapier

Firecrawl

API Integration

HubSpot

AI & DATA

LLM Pipelines

Claude API

Perplexity AI

Prompt Eng.

Vibe Coding

PRODUCT & BUILD

Framer Webflow

Next.js React

UX Research

ACADEMIC

BSc (Hons) Information Technology

Horizon Campus · 2018-2022

UX Design Certificate

Google · Oct 2022

LICENCES & CREDENTIALS

Inbound Automation Certification

Clay · Mar 2026

[View Credential](#)

AI Skills Certification

Clay · Mar 2026

[View Credential](#)

Design Psychology: Art & Science of UX

Madecraft · Feb 2025

[View Credential](#)

Design Thinking & Data Intelligence

NASBA · Jan 2025

Enterprise Design Thinking

IBM · Jul 2023

[Co-Creator](#) [Practitioner](#)

Sr. Product Designer & GTM Engineer

Oct 2024 - Present

Hotel Manager • Remote

FULL-TIME

Joined as a product designer and expanded into GTM engineering and automation, applying product thinking to build systems that support growth and prospect intelligence.

Built hotel enrichment automation pipelines using n8n, Perplexity AI, and Apollo API — converting raw hotel datasets into structured prospect intelligence ready for outbound sequencing.

Designed and maintained Clay enrichment workflows for lead validation, prospect enrichment, and automated ICP research at scale.

Built Hotel Intelligence Enrichment System using n8n + Claude + Firecrawl — crawling hotel websites to extract positioning, services, and operational data into GTM-ready structured profiles.

Created signal-based company discovery workflows that automated manual prospect research end-to-end.

Developed ICP frameworks and customer segmentation models for hospitality SaaS targeting.

Connected enrichment outputs to CRM for structured pipeline handoff mirroring Clay & CRM integration patterns.

Designed conversion-focused landing pages and product flows using Framer and Webflow, aligned with GTM messaging and acquisition strategy.

Product Designer

Sept 2023 - Present

Econsulate • Sri Lanka

FULL-TIME

Product Designer

Dec 2023 - May 2024

Velv • United States • Remote

CONTRACT

Product Designer

Jul 2023 - Aug 2024

NextGen Innovations • Sri Lanka

CONTRACT

UI/UX Engineer

Dec 2022 - Sept 2023

Senzmate • Sri Lanka

FULL-TIME

UX Designer

Jul 2021 - Nov 2022

Pearstec • United States • Remote

FULL-TIME

UI/UX Designer

Jul 2020 - Jul 2021

Stephen Innovations • Sri Lanka

FULL-TIME

Hotel Intelligence Enrichment System

n8n · Claude API · Firecrawl

Pipeline that crawls hotel websites and uses Claude to extract and structure hospitality-specific intelligence for GTM targeting.

- Crawls hotel websites via Firecrawl for raw data
- Claude extracts positioning, services, ops data
- Outputs structured GTM-ready prospect profiles
- Full stack: web ingestion → AI reasoning → output

ICP Enrichment Engine

n8n · Perplexity AI · Apollo API

Automation system converting basic company datasets into enriched, structured ICP profiles ready for outbound.

- Automated company research via Perplexity AI
- Structured data extraction from web sources
- Contact discovery via Apollo API
- Prospect intelligence generation at scale

Clay Enrichment Workflows

Clay · Apollo · Cognism · Clearbit

Clay-native pipelines for multi-source lead enrichment, validation, and automated data research at top of funnel.

- Multi-source lead enrichment pipelines
- Prospect validation and deduplication
- Automated ICP scoring and segmentation
- CRM-ready structured output

Hotel Market Intelligence Pipeline