

# LYDIA NKECHI DANIEL

GTM Engineer | Outbound Strategist | Revenue Infrastructure

(416) 273-0802 | [enkay1520@gmail.com](mailto:enkay1520@gmail.com) | [LinkedIn](#) | [Portfolio](#) | Permanent Resident, Calgary, AB

## PROFESSIONAL SUMMARY

GTM Engineer and outbound strategist with 3+ years building revenue infrastructure across B2B SaaS, AI, Web3, and emerging tech. I don't just run campaigns, I architect the systems behind them. From enrichment waterfalls and automation workflows in Clay and n8n, to managing 300 sending inboxes and leading teams of specialists, I own GTM end to end. My work is measured in pipeline, meetings booked, and revenue generated, and the numbers reflect it.

**682K**

Emails Sent

**6,900+**

Opportunities Created

**3.21%**

All-Time Reply Rate

**\$150K+**

Revenue Generated

## CORE COMPETENCIES

- GTM Engineering and Automation
- Outbound Campaign Management
- Team Leadership and Coaching
- ICP Targeting and List Segmentation
- Data Enrichment and Workflow Automation
- Revenue Operations and Pipeline Generation
- Cold Email Strategy and Execution
- Client Account Management and Retention
- Email Deliverability (DNS, Warmup, Rotation)
- A/B Testing and Conversion Optimization
- KPI Tracking and Performance Reporting
- AI-Enabled GTM Systems

**Tools:** Clay | n8n | Smartlead | Instantly | Apollo | LinkedIn Sales Navigator | HubSpot | Make / Zapier | Salesfinity | Claude AI | Reply.io

## WORK EXPERIENCE

### Technology and Partnerships Lead (Contract) [Clay](#) — [New York \(Remote\)](#) *Jul 2024 - Present*

- Lead operational execution and QA across Clay's integration and data partner ecosystem, ensuring all providers deliver reliable enrichment signals at scale.
- Serve as direct point of contact for partners and enterprise users, resolving integration issues, clarifying API capabilities, and owning end-to-end resolution.
- Build and maintain technical documentation including HTTP API templates and multi-provider data waterfall workflows used across the Clay customer base.
- Run provider data tests and latency benchmarks, evaluating enrichment output quality and surfacing actionable improvements to the product and partnerships teams.
- Conduct user verification reviews and account audits to ensure compliance, platform integrity, and uninterrupted access for legitimate users.

### GTM Operator [Virtual Internships](#) — [Global \(Remote\)](#)

*Apr 2025 - Mar 2026*

- Built and owned the full outbound GTM motion for B2B SaaS acquisition, strategy, execution, deliverability, reporting, and team management.
- Drove outreach resulting in 3,000 host companies onboarded globally from 5,300 interested responses across engineering, blockchain, data, product, and cybersecurity.
- Engineered scalable automation workflows using Clay and n8n to enrich, segment, and activate prospect lists, reducing manual effort and improving targeting precision.
- Managed email deliverability across 300 active inboxes, maintaining domain health, warmup schedules, sender reputation, and inbox placement at scale.
- Led a team of 5 Placement Development Specialists, running daily standups, coaching sessions, and weekly KPI reviews to hold team accountable to targets.

- Ran structured A/B tests on messaging angles, subject lines, and CTAs, reporting results in weekly Growth Ops reviews with clear optimization recommendations.
- Served as escalation point for performance and delivery issues, diagnosing root causes, implementing fixes, and communicating outcomes to senior stakeholders.

### **Sales and GTM Manager** [Connection Silicon Valley](#) — [Toronto \(Remote\)](#) *Mar 2024 - Mar 2025*

- Led end-to-end pipeline generation and client account management for accelerator programs serving founders, investors, and B2B partners across North America.
- Sourced and qualified 20,000+ leads, executed 30+ outreach campaigns, and converted 76 paid founders and 240 investors and mentors with measurable ROI.
- Engineered the full digital sales infrastructure using Clay, Smartlead, and LinkedIn Sales Navigator, improving lead quality, team efficiency, and conversion rates.
- Supported investor and founder matching, contributing to one founder raising \$500,000 from the Winter 2024 cohort.

### **Global Business Development Representative** [Volley](#) — [Toronto \(Remote\)](#) *May 2022 - Feb 2024*

- Consistently exceeded monthly quotas, averaging 13 booked intro calls per month and generating \$150,000 in revenue for clients across North America.
- Wrote and delivered 500+ personalized cold emails monthly to senior decision-makers across fintech, retail, Web3, healthtech, and CPG.
- Built ICP targeting frameworks and automation workflows in Clay to identify and prioritize high-fit accounts at scale.
- Managed outreach cadence, sequencing logic, and performance tracking across HubSpot, Instantly, and Reply.io.
- Recognized as Most Innovative BDR for transforming cold email sales campaigns across North America.
- Awarded Culture Champion in Q3 2022 and Q2 2023 for leadership in remote work innovation and team engagement.

## **GTM ENGINEERING PROJECTS**

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### **Internshala Multi-Page Job Scraper and Outbound Pipeline** [n8n](#) + [Clay](#) + [Instantly](#) *2025*

- Built a fully automated n8n pipeline that scrapes multi-page job listings from Internshala, extracts and parses job cards, and feeds structured data into Clay for enrichment.
- Enriched 600 companies in Clay, identified the right contacts, and launched a personalized outbound campaign in Instantly referencing the exact job title and hiring platform.
- Achieved a 12% reply rate with 90% positive replies by combining signal-based personalization with proof of intern impact at scale.
- Integrated error logging and batch delay logic to handle failures gracefully at scale; also leveraged Python scripts and Claude Code for sharper, faster scraping.

## **EDUCATION**

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### **Bachelor of Science, Agriculture** [University of Benin, Nigeria](#) *Completed 2018*

## **CERTIFICATIONS AND AWARDS**

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- **Clay University** — AI Outbound Automation Certification (2026)
- **Clay University** — CRM Enrichment Certification (2026)
- **Anthropic** — Claude AI Fundamentals (2026)
- **Hibreed Station Canada** — Data Analytics — Awarded Best Presentation (2022)
- **EntryLevel Australia** — Data Analysis (2022)
- **LinkedIn Learning** — B2B Market Research (2022)
- **LinkedIn Learning** — B2B Marketing Foundations (2022)