

Mariyan Nijanthan

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GTM ENGINEER

Growth Systems Builder

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Product Designer turned GTM Engineer — I build outbound infrastructure, enrichment pipelines, and AI-powered growth systems that turn raw data into pipeline.

Sri Lanka · Remote

PROFILE

GTM Engineer with a product design foundation and hands-on experience building automation-driven growth systems. Specialise in Clay enrichment workflows, signal-based prospecting, and LLM-powered data pipelines. At Hotel Manager, expanded from product design into building prospect intelligence infrastructure — including enrichment pipelines using n8n + Claude + Firecrawl, ICP research systems, and automated company discovery workflows. Comfortable working async, independently, and across API-connected tooling stacks.

TECHNICAL STACK

GTM & ENRICHMENT	AUTOMATION	AI & DATA	PRODUCT & BUILD
<ul style="list-style-type: none">ClayApollo APICognismClearbitSignal-based BDICP Frameworks	<ul style="list-style-type: none">n8nZapierFirecrawlAPI IntegrationHubSpot	<ul style="list-style-type: none">LLM PipelinesClaude APIPerplexity AIPrompt Eng.Vibe Coding	<ul style="list-style-type: none">FramerWebflowNext.jsReactUX Research

EDUCATION & CERTIFICATIONS

ACADEMIC

BSc (Hons) Information Technology

Horizon Campus · 2018-2022

UX Design Certificate

Google · Oct 2022

LICENCES & CREDENTIALS

AI Skills Certification

Clay · Mar 2026

[View Credential](#)

Design Psychology: Art & Science of UX

Madcrafft · Feb 2025

[View Credential](#)

Design Thinking & Data Intelligence

NASBA · Jan 2025

Enterprise Design Thinking Co-Creator

IBM · Jul 2023

[View Credential](#)

Enterprise Design Thinking Practitioner

IBM · Jul 2023

[View Credential](#)

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

n8n · Perplexity AI · Apollo API

AI-assisted workflow enriching hotel datasets with market intelligence for outbound targeting.