

GORANG MALPANI

GTM Engineer

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SUMMARY

GTM Engineer running end-to-end outbound at scale — campaign operations, enrichment, lead sourcing, and deliverability. Generated 350+ qualified opportunities for B2B clients across multiple ICPs. Built every system behind the operation in Claude Code — from an 8-phase outbound pipeline to custom enrichment engines to a real-time ops dashboard. Clay Certified.

EXPERIENCE

GTM Engineer — AeroSend

Feb 2026 – Present

Outbound Pipeline

Built AeroSend's entire outbound operation from scratch in Claude Code — 8-phase pipeline covering lead sourcing, company cleaning, contact enrichment, campaign splitting, copy, HubSpot changes and launch into SmartLead and HeyReach. Scaling to 100K emails/month and 10K LinkedIn DMs.

Operations Dashboard

Built real-time dashboard pulling live data from SmartLead(CLI) and HeyReach across multiple workspaces — campaign performance, custom signals, sender health, reply tracking, etc. Single view of all outbound activity across channels.

GTM & Outbound Consultant

2024 – Present

Independent

- Generated 350+ qualified opportunities for B2B clients including Energy Edge AI, Saleschat.pro, and 8 Figure Club — end-to-end from ICP definition to enrichment to live campaigns
- Designed Clay enrichment workflows — waterfall logic, research agents, scoring, and AI-powered personalization tailored to each client's ICP
- Sourced leads from 18+ channels per engagement — Apollo, LinkedIn Sales Nav, directories, Google Maps, and custom scrapers for niche verticals
- Built AI voice agents & chatbots (VAPI, Voiceflow, Botpress) for inbound lead qualification and sales handoff

WHAT I'VE BUILT

Email Finder & Verification Engine — Multi-source waterfall that finds and verifies emails. 60-70% find rate, 97-99% accuracy. Cuts cost of email finders and verifiers by 70-80%.

LinkedIn Outreach Engine — Replacement for HeyReach. Multi-account automation built on LinkedIn's Voyager API. AI-personalized connection requests and messages, campaign management, inbox with sentiment tagging. Runs unattended.

All in One Job Scraping Platform — Scrapes 54 ATS platforms + all major job boards using custom scrapers (Greenhouse, Lever, Ashby, Workday, LinkedIn etc), enriches with decision-maker contacts, and delivers verified emails.

TECHNICAL STACK

Programming & Data: Python (async pipelines), SQL, PostgreSQL, REST API development, data pipeline design

AI & Automation: Claude Code, LLM orchestration, Playwright, Apify, PhantomBuster, VAPI, Voiceflow

GTM Platforms: Clay (Certified), SmartLead, Instantly, HeyReach, Apollo, LinkedIn Sales Nav, HubSpot, Make.com

CERTIFICATION & EDUCATION

Certification: Clay Certified — Automated Outbound | Clay University, 2026

Education: MBA in Marketing — Shoolini University | BBA — Parul University