

DARSH TAYAL

GTM Engineer | Clay Operator | Outbound Systems Architect

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PROFILE

GTM Engineer with 18+ months building signal-based outbound systems from the ground up. 500+ hours hands-on in n8n, 10,000+ lines of custom GTM automation code, and now obsessed with Clay and Claude Code as the stack of choice for modern GTM. I architect and ship full-cycle outbound engines — ICP definition, data sourcing, AI enrichment, hyper-personalisation, multi-channel sequencing, and closed-loop reporting — for agencies and growth teams globally.

CORE COMPETENCIES

Clay	Claude Code	n8n (500+ hrs)	Signal-Based Outbound
AI Personalization	Web Scraping & Enrichment	LangChain / LangGraph	Multi-Channel Sequencing
Deliverability Architecture	Python (Selenium)	Apollo / ZoomInfo	CRM Integration
ICP Definition & Scoring	Data Normalization & Deduplication	Prompt Engineering	Closed-Loop Reporting

EXPERIENCE

Freelance GTM Engineer & Outbound Systems Architect

Independent | October 2024 – Present (18 months)

Designed, built, and operated signal-based outbound systems for 5 clients across the US and globally. Responsible for the full GTM stack: ICP definition → data sourcing → enrichment → AI research & personalization → sending infrastructure → monitoring & iteration. 10,000+ lines of custom GTM automation code written across engagements. 500+ hours operating n8n pipelines in production.

Senior GTM Engineer

Avasam (avasam.com) — Intent-Based Outbound System | 2025

- Architected an intent-signal outbound system pulling behavioral signals from LinkedIn, Reddit, and X to identify and reach prospects at peak buying intent.
- Reduced manual prospecting time by ~80% through fully automated signal extraction, scoring, and filtering pipeline.
- Owned full system design: ICP modeling, multi-source scraping, signal extraction & scoring, filtering logic, and personalized outreach execution.

Stack: Clay, n8n, custom scrapers, AI personalization layer

Embedded GTM Engineer

CareGo (carego.com) — Commercial Lead Identification & Multi-Channel Automation | 2025

- Embedded with the commercial team (reporting to Commercial Manager) to build a full-funnel outbound pipeline from lead discovery through multi-channel sequence execution.
- Delivered a pipeline covering email, LinkedIn, and voice channels — reducing time-to-first-touch on new leads from days to under 2 hours via automated triggering.
- Built reporting dashboards giving the commercial team full visibility into pipeline health, reply rates, and sequence performance.
- Sourced and enriched hundreds of qualified leads per month through custom Clay + Python scraping workflows.

Stack: Clay, Python/Selenium scraping, n8n

GTM Systems Engineer

RAAS Intelli Solutions (raasintelli.com) — Full-Stack Outbound + Voice Agent Automation | 2024–2025

- Worked directly with the founder to deploy an Apollo-sourced outbound pipeline with LinkedIn enrichment, prompt-driven AI email writing, deliverability infrastructure, and a full inbound + outbound voice agent layer.
- Built and deployed AI voice agents using Retell AI — handling inbound FAQs and automating meeting booking the moment prospects signed up on the platform, and running outbound call sequences to re-engage cold leads. Drove 100+ automated calls during the engagement period.

- Reduced outbound setup time from weeks to days by building reusable pipeline templates for sourcing, enrichment, and sending.
- Achieved deliverability rates above industry benchmarks through custom domain warmup strategy and sending infrastructure setup.
- Owned end-to-end build and execution across every layer: sourcing → enrichment → copy → sending → voice → tracking.

Stack: Apollo, n8n, LLM email writing, Retell AI (inbound + outbound voice agents)

Outbound Automation Engineer

CreativeFaze (creativefaze.com) — Hiring-Signal Targeting & Outreach Timing Engine | 2024–2025

- Built a hiring-signal-based targeting system that flagged prospect companies at the precise moment of commercial intent.
- Automated signal monitoring across job boards and LinkedIn, cutting manual research time by 70%+ and enabling same-day outreach on fresh signals.
- Drove measurable improvement in reply rates by aligning outreach timing to live hiring activity rather than static lists.

Stack: n8n, Apollo, custom signal scrapers

Automation Engineer

Zigma Neural (zigmaneural.com) — Outreach Systems + Website Automation | 2024

- Built outreach automation tooling and website automation systems as an early client engagement.
- Delivered automated outbound workflows that replaced manual prospecting and follow-up tasks, saving the team 15+ hours per week.

Stack: n8n, LangChain, custom Python scripts

TECHNICAL STACK

Modern GTM	Clay, Claude Code, AI-native enrichment & personalization
Automation	n8n (500+ hrs), LangChain, LangGraph
Data & Enrichment	Apollo, ZoomInfo, Selenium scraping, entity resolution, deduplication
Outbound Infra	Deliverability setup, domain warmup, suppression logic, sequencing
Code	Python, 10,000+ lines of custom GTM automation
AI / Models	Structured outputs, tool use, open-source model usage & fine-tuning
Multi-Channel	Email sequences, LinkedIn automation, Voice agents (Retell AI — inbound & outbound)

KEY RESULTS

- ✓ 5 agencies served across US and global markets since Oct 2024
- ✓ 80%+ reduction in manual prospecting time across client engagements
- ✓ Sub-2-hour time-to-first-touch on new leads via automated pipeline triggering
- ✓ Consistent above-benchmark deliverability across all email infrastructure setups
- ✓ 10,000+ lines of custom GTM automation code shipped
- ✓ 15+ hours/week saved per client through workflow automation
- ✓ 100+ automated voice calls handled via Retell AI (inbound qualification + outbound re-engagement)
- ✓ 500+ hours operating n8n workflows in live production environments