

RASUL SHAIKH

AI GTM Engineer - Full-Stack (CLI for GTM)

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\$550K+ revenue closed · \$3.5M+ pipeline sourced · 40% efficiency gain · 1.5%+ positive replies · lead qualification 48h → 9.6h

SUMMARY

AI GTM Engineer who runs go-to-market from the command line (Claude Code, Python, bash) at the intersection of Founders, Product, PMM, Marketing, Ops, and Sales. Scopes strategy first (TAM, ICP, personas, 1P/2P/3P signal selection), then builds the end-to-end engine that executes it, **unattended**. 5+ years across sales, RevOps, and GTM; 3 greenfield builds in IT services, cybersecurity, and AI search marketing. Hand-picked, battle-tested tooling and rapid experimentation drove 4 positioning shifts and 5 closed customers in the current build.

CORE SKILLS

GTM Engineering: TAM / ICP / persona definition · 1P/2P/3P signal selection · end-to-end outbound system design · signal-based sequencing · deliverability at scale · conversion diagnostics · funnel attribution

AI & Agentic Workflows: Claude Code · Anthropic & OpenAI APIs · MCPs · prompt/context engineering · multi-stage LLM pipelines that run unattended · per-contact personalization at scale · custom scoring agents · retry/branching agent flows

Engineering: CLI-based GTM workflows · Python (Playwright, Scrapy, BeautifulSoup, asyncio) · JavaScript · SQL · bash · REST APIs · webhooks · headless browser automation · scraping & structured extraction · data-pipeline design

PMM Partnership: Positioning · messaging frameworks · narrative shifts · cross-functional with PMM, Product, Content, SEO, Founders

EXPERIENCE

Omnibound AI (AI search marketing platform) - AI GTM Engineer

Oct 2025 - Present · Remote

Signal-led GTM infrastructure for B2B scale-ups; full stack engineered from scratch.

- Converted the GTM stack into revenue: **5 customers closed (\$145K ARR)**, 8 SQLs qualified via BANT (\$264K ARR pipeline), 28 deals in active follow-up (\$633K+ ARR pipeline), all attributed through a self-built HubSpot instrumentation layer.
- Cut deploy time from 2 weeks to under 3 days** by engineering the end-to-end stack: Trigify + PhantomBuster + Firecrawl → Claude Code → n8n → Supabase → Clay → HubSpot → Slack; 1.5%+ positive replies across 150+ domains and 300+ mailboxes.
- Built a 7-stage orchestrated LLM pipeline in Clay for SEMrush/Ahrefs stack-displacement targeting (role mapping → SEO intel → gap analysis → strategic positioning → email generation); per-contact hyper-personalized copy that ships with **zero human review**.
- Compressed 6+ hour research batches to under 30 minutes, unattended**, with an agentic research pipeline (Python: Playwright + asyncio + deeplink-CLI): async fan-out across 100+ domains per batch and headless enrichment of JS-rendered pages.
- Shipped asset-led personalized landing pages for ABM: 500+ visit-tracked pages (Ahrefs + OpenAI context-to-content pipeline) reporting Share of Answer and AI Share of Voice, plus listicles and gated content feeding enriched leads.
- Built a website deanonymization engine (RB2B visitor ID → n8n → Clay → HubSpot), auto-routed into Smartlead + HeyReach.
- Built the event marketing and webinar engine: promotion, registration, and follow-up wired into the CRM layer.

RemoteState (IT services, \$12.2M ARR) - AI GTM Engineer, Founder's Office

Apr 2023 - Jun 2025 · Noida

Built the entire GTM engine from greenfield - no inherited infrastructure, no existing playbook.

- Delivered a 40% pipeline-efficiency gain and \$180K+ ARR growth in 6 months** with Clay + Smartlead + n8n across 250+ sending domains at 95%+ deliverability; owned enrichment, sequencing, and CRM sync end to end.
- Cut lead qualification from 48h to 9.6h (-80%)** with a custom OpenAI scoring rubric; co-designed the webhook schema with Product and Engineering, auto-pushing scores to HubSpot with routing context.
- Engineered the signal layer on TheirStack API: job-posting and tech-stack signals powering two engines on top, tiered ABM and outbound with routed signals.
- Layered 5-source enrichment (Apollo, Persana, GPT, Clearbit, internal CRM): +45% targeting accuracy, 85%+ ICP data coverage.
- Booked an enterprise account at \$25K MRR** with a personalized video ABM engine on Sendspark: per-account videos in outbound sequences and Upwork proposals.
- Scaled and led the SDR team 1 → 4 on automation-first playbooks (300% productivity); HubSpot-n8n sync cut 15 hrs/week of manual entry. Owned the RemoteState website end to end: content, SEO, positioning, branding.

FalconWise Tech (cybersecurity, Dubai) - Head of Growth, Contract

Dec 2022 - Apr 2023 · Remote

- Owned GTM end to end at a lean, early-stage startup: built a zero-to-one, asset-led ABM and outbound engine for MENA cybersecurity buyers (+45% targeting accuracy); partnered with founders on product positioning and roadmap.

CareerLabs (EdTech) - Senior BDR

Jun 2022 - Dec 2022 · Bangalore

- Rebuilt outbound across calling, email, and WhatsApp on HubSpot: SQLs 16% → 27%, response time 4h → 2.4h, 40+ offline demos booked monthly at a 65% show rate, \$25K+ enrolled.

Earlier: Inside Sales Specialist, Skill-Lync (EdTech), Mar - Jun 2022 · Government service, Mar 2020 - Mar 2021

TOOLCHAIN

GTM & CRM: HubSpot · Salesforce · Pipedrive · Attio · Fathom · Fireflies · Sendspark

Outbound & Enrichment: Clay · Apollo · Sales Navigator · Smartlead · Instantly · Lemlist · HeyReach · Findymail · Prospeo · ZeroBounce

Signals & Intent: Trigify · PhantomBuster · TheirStack · Common Room · Bombora · RB2B · Sumble

AI & Automation: Claude Code · Anthropic API · OpenAI API · MCPs · OpenRouter · Groq · n8n · Modal · Apify · Firecrawl · ZenRows

Data & Analytics: Supabase · PostgreSQL · Redis · REST APIs · webhooks · GA4 · GSC · SEMrush · Ahrefs · Mixpanel

EDUCATION & CERTIFICATIONS

BCA, Computer Science - Sabarmati University, 2020 · CSP - Relevel, Dec 2021 - Mar 2022 · PMM & GTM - Dekker Fraser, 2022