

Daniyal Ahmed

Sr. GTM Engineer, AI-Native Revenue Systems

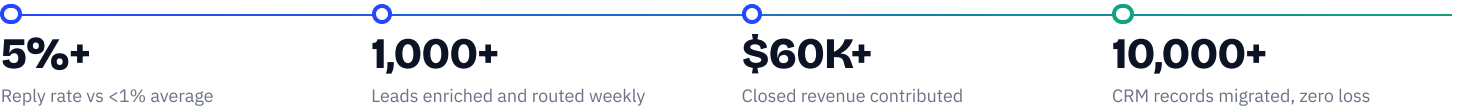
Islamabad, Pakistan (remote, US hours)

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Portfolio: daniyal-ahmed-gtm.pages.dev



SUMMARY

GTM engineer who builds revenue infrastructure as one connected system: signal-based sourcing, waterfall enrichment, multi-channel outbound, Claude agents that classify and route every reply, and CRM operating models that keep data clean. Processed 1,000+ enriched leads a week, sustained 5%+ reply rates against a sub-1% average and contributed to \$60K+ in closed revenue.

EXPERIENCE

Senior GTM Engineer / PathSynch Jun 2026 to Present Remote

- Run 13 active n8n workflows across Attio, Slack, Instantly and HeyReach, with a shared error workflow posting the failed node and execution link to Slack.
- Built a Claude reply agent that sorts every reply into 6 categories, writes stage to Attio, stops the other channel and alerts the owner in Slack.
- Designed the Attio operating model for 4 product tracks: one master list and stage template per track, global DNC on the record, written rules.
- Run Claude Code agents for twice-weekly sourcing on an 18-point rubric and a Monday leadership report built from Instantly and HeyReach numbers.

GTM Engineer, Revenue Operations / Randall Recruitment Jul 2025 to May 2026 Remote

- Built an AI-first GTM engine from zero across Clay, Attio, Instantly, Lemlist, HeyReach and Claude Code.
- Migrated 10,000+ records from CSV exports and legacy CRMs to Attio with zero data loss, then rebuilt lifecycle stages and field governance.
- Built enrichment and ingestion pipelines processing 1,000+ leads/week with standardized validation, routing and CRM sync.
- Cut new-campaign build time from 4 days to 4 hours; sustained 5%+ reply and 3% meeting rates, improved campaign ROI 20% and contributed to \$60K+ closed revenue.

GTM Engineer / Marsh Farmer Jul 2024 to Jun 2025 Huntingdon, UK (Remote)

- Built Clay, Instantly and HeyReach outbound running 300+ emails and 200+ LinkedIn touchpoints a week, with 30%+ connection and 5% reply rates.
- Automated sales, recruitment and delivery handoffs in Zapier, cutting manual work 25% and contributing to GBP 25K+ in placements.

Data Researcher / S&P Global Market Intelligence Feb 2017 to Aug 2022 Islamabad

- Ran quality-control initiatives that cut processing time 25%, raised data accuracy 20%, grew team output 120% and cut issue-resolution time 40%.

SYSTEMS SHIPPED

AI AGENT | REPLY HANDLING
Reply-Intelligence Agent
Claude in n8n classifies every inbound reply into 6 intents, writes stage to the CRM, stops the other channel and posts hot leads to Slack.

SIGNALS | PIPELINE
Signal-to-Pipeline Engine
Clay captures hiring and growth signals; n8n routes qualified leads into Instantly, Lemlist and HeyReach with CRM sync and attribution.

OUTBOUND | BRANCHING
Behavior-Branched Campaign
Trust-building vs familiarity-building paths based on LinkedIn response. 5 qualified meetings from an 18-day, 17-touchpoint campaign.

TOOLKIT

AI & AGENTS	Claude Code · AI agent building · Sub-agents · Prompt engineering · MCP-connected agents
ORCHESTRATION	n8n · Zapier · Webhooks · API integrations · Python scripting
CRM & REVOPS	Attio · HubSpot · Lead lifecycle design · CRM hygiene · Attribution tracking
ENRICHMENT & OUTBOUND	Clay · Apollo · Prospeo · AI-Ark · Instantly · Lemlist · HeyReach

RECOMMENDED BY

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Daniyal made a tremendous impact for the business in a short time and honed his craft on a daily basis.
Josh Kelly, Founder, Randall Recruitment (direct manager)

EDUCATION

B.B.A., Marketing, National University of Modern Languages (2011 to 2015)

CERTIFICATIONS

Claude Code 101, Anthropic (2026)
Certified Lean Facilitator, S&P Global (2020 to Present)
Clay Creator, Clay.com Creator Program (2025 to Present)