Revathy Radhakrishnan

GTM Engineer | GTM Operations | Outbound Automation

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PROFESSIONAL SUMMARY

GTM Operations professional with 2 years in B2B manufacturing software and industrial AI at Vegam Solutions and its subsidiary AI Intime, selling to chemical, batch and discrete manufacturers, mainly in the US. Builds the systems behind outbound: prospecting and buying-signal tools, n8n automation, CRM data operations, lead enrichment and scoring. Built 8 internal GTM tools using AI-assisted development (Claude Code), backfilled 8,800+ contact records into a self-hosted CRM, and raised the aiintime.com technical health score from 63 to 92 out of 100.

CORE SKILLS

- **GTM Operations:** ICP definition, account segmentation, lead scoring, account scoring, buying-signal research, list building, data enrichment, deduplication, email validation, outbound sequencing, CRM data migration
- **Automation and Development:** n8n, AI-assisted development with Claude Code, Claude Code plugins and skills, Python (FastAPI), JavaScript (React, Next.js, Astro), REST APIs, web scraping (Apify), Docker, Git, GitHub, Linux deployment
- **Sales and Outbound Tools:** Apollo, LinkedIn Sales Navigator, Instantly, Dripify, Prospeo, ZeroBounce, Clay, JustCall, HubSpot, Twenty CRM
- **Web, SEO and Analytics:** Google Analytics 4 (GA4), conversion tracking, UTM tracking, keyword research, Lighthouse, axe-core, Core Web Vitals, technical SEO, schema markup (JSON-LD), Semrush, generative engine optimization (GEO)
- **AI and LLMs:** Claude API, Claude Code, Gemini, ChatGPT, Perplexity, prompt design, prompt caching, LLM cost control
- **Content and Sales Enablement:** LinkedIn content planning, carousel production, blog content, product explainer videos, product positioning documents, account research, meeting preparation briefs
- **Industry Domain:** manufacturing software (MES, MOM, OEE), batch manufacturing, chemicals, discrete manufacturing (wire harness, EMS), industrial AI, US enterprise and mid-market accounts

PROFESSIONAL EXPERIENCE

AI Intime (subsidiary of Vegam Solutions) Bengaluru, India

GTM Operations Associate *Oct 2025 - Present*

- Part of the founding team, working and reporting directly to the founder; I own the GTM systems end to end.
- Built 7 internal GTM tools end to end using Claude Code and deployed them with Docker on the company tools server, covering event discovery, event and company mapping, account research, buying signals, account tiering and lead data cleaning; extended the Commenter Finder tool to track who engages with the company's LinkedIn posts.
- Rebuilt the Lead Research tool (v2): benchmark score rose from 5 to 13 out of 15 against human-assisted research, with an Apollo, ZeroBounce and Prospeo contact-enrichment waterfall; then packaged it as a Claude Code plugin with PDF reports and a prospect-profile API.
- Reduced projected LLM cost per research report from about $3.00 to $1.00-$1.40 through prompt caching and search caps, and built new tools on free-tier data sources with enforced monthly spend caps.
- Designed the Path to Sales GTM architecture (6 stages, 5 layers) that connects the signal tools to the CRM through one shared signal record, domain-based deduplication and an account heat score.
- Designed 9 n8n workflows that enrich, filter and score a 20,000-company prospect list, and migrated all 41 workflows from n8n Cloud to a self-hosted n8n instance.
- Added 29 custom fields to a self-hosted Twenty CRM and backfilled 8,806 of 8,875 contact records (99%) from a HubSpot export; built command-line list upload tools and moved call-outcome logging to the CRM through a JustCall sync.
- Built and web-checked a 5,900-company account list for BOM Extraction outreach in the US and Australia, rating 1,450+ companies as High or Medium fit by segment.
- Wrote and maintained the product context files for AI Intime and Vegam SFS (positioning, ICP, buyers, use cases, guardrails) used as the single source for sales tools and content, and packaged team workflows as Claude skills and plugins.
- Built a LinkedIn content production system for the AI Intime company page (94-idea post plan across 10 content pillars, 18 flagship posts, carousel build pipeline) and produced code-built product explainer videos.
- Wrote the aiintime.com traffic growth plan, keyword research and blog calendar; published new blog posts and a use-case page; set up GA4 conversion-funnel events and a UTM link builder to trace campaign traffic to signups.

- Ran 13 audit cycles on aiintime.com and shipped the fixes (technical health score 63 to 92 out of 100, Lighthouse performance 99-100, zero axe-core accessibility violations), and measured an AI-search visibility baseline across brand and category questions.
- Added sitewide JSON-LD structured data and security headers (audit scores 20 to 75 and 48 to 72), built the product sandbox signup flow with OTP rate limiting and an authentication-bypass fix, and deployed the vegam.co rebuild to production.

Vegam Solutions Bengaluru, India
Sales and Marketing Associate (Outbound and GTM Operations) *Oct 2024 - Present*

- Generated, enriched and validated 10,000+ ICP-aligned leads across the US, India, the Gulf, Australia, Mexico and New Zealand using Apollo, Sales Navigator, Prospeo and ZeroBounce.
- Ran personalised outbound email and LinkedIn campaigns (Instantly, Dripify) that turned cold prospects into qualified meetings.
- Built segmented account lists by industry and persona for manufacturing software products (MES/MOM, OEE, maintenance, warehouse), including US power, cement, chemical and food and beverage plants.
- Built look-alike account lists and ran competitor research and analysis, and prepared account research briefs for leadership sales meetings.
- Researched 390+ B2B software directories, listed AI Intime on 32+ of them (including G2, Capterra and Product Hunt), and supported SEO and GEO planning for the product launch.

Vegam Solutions Hubli-Dharwad, India
Intern, Application Engineer (alongside B.Sc. Industry Track) *Jun 2021 - Oct 2024*

- Assisted in setting up digital maintenance workflows, SOP configuration and asset data mapping.

GTM TOOLS BUILT

- **Job Signal Engine (Python, Docker, Apify, Claude API):** finds US companies hiring for roles that signal a need, from LinkedIn, Adzuna and Google Jobs postings; flags matches against a 1,805-account focus list and finds the heads and managers to contact.
- **Account Pyramid (Python, Docker):** tiers US target accounts by size across 8 industries, with a page per company, per-person lead status, team LinkedIn connection imports and 3,137 contacts matched to their public LinkedIn profiles.
- **Decision Engine (Python, FastAPI):** researches a company against the ICP and returns a fit decision with supporting evidence.
- **Event Radar (JavaScript, React, Claude web search):** finds upcoming in-person industry events by city and industry for field prospecting.
- **Event Explorer (Python):** maps industry events to the companies seen at earlier editions and their speakers, and links each company to the account list.
- **Signal Engine (Python):** market-listening tool that turns public operational conversations into structured buying signals by industry.
- **Data Cleaner (JavaScript):** 9-step pipeline that turns a raw Apollo export into a verified, CRM-ready list: Prospeo enrichment, ZeroBounce verification, clean-up and CRM mapping.
- **Lead Research (Next.js, Claude API):** co-authored v1 and built v2; turns a LinkedIn URL into a 14-section meeting preparation report, also available as a Claude Code plugin.

EDUCATION

B.Sc. in Electronics (Industry Track), KLE Technological University, Hubballi, Karnataka 2024

CERTIFICATIONS

- HubSpot Inbound Marketing Certification (2025)