

VISAL NKR

GTM & AI Automation Engineer

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Summary

GTM and AI Automation professional with 3+ years building outbound systems, CRM infrastructure, signal-based prospecting, and AI-powered automation for B2B SaaS teams. Deep expertise in Clay, HubSpot, Apollo, Smartlead, and Instantly, converting buying signals into qualified pipeline through ICP qualification, enrichment, lead routing, and AI-personalized outbound sequencing. Hands-on experience shipping end-to-end n8n and Make.com workflows, autonomous SEO content pipelines, and scalable GTM systems used by real sales and marketing teams.

Skills

Automation & AI Tools

n8n | Make.com | Zapier | Voiceflow | Bland AI | ChatGPT | Anthropic - Claude | Claude Code | OpenClaw | MidJourney | RunwayML

GTM & Sales Stack

Apollo.io | Clay | HubSpot | Salesforce | LinkedIn Sales Navigator | Phantombuster | Instantly | Smartlead | Signal Based Prospecting | ICP Qualification | Account Scoring | Buying Signals | Segmentation

Programming & APIs

REST APIs | Webhooks | JSON | Github | Python (basic) | Prompt Engineering | Hunter.io | Prospeo | NeverBounce | BuiltWith | Waterfall Enrichment

Marketing & Growth

Cold Email | LinkedIn Outreach | Copywriting | Email Campaigns | SEO | Social Media Marketing | LifecycleManagement | Lead Routing | CRM Hygiene | Funnel Tracking | Revenue Operations

Design & Web

Figma | Adobe Illustrator | Canva | Shopify | Landing Pages | Sales Funnels

Work Experience

GTM & AI Automation Engineer

Aug 2024 - May 2026

Qelvora.ai

- Engineered AI-powered workflows, reducing manual processing time by **67%** and improving data accuracy by **43%** over a **6-month** period.
- Built an n8n-based AI Email Personalizer that pulled prospect data from Apollo, enriched it via Clay, and used Anthropic to generate hyper-personalized cold emails at scale, reducing manual writing time by over 80%.**
- Operated as a **solo GTM infrastructure owner**, designing and shipping the full outbound stack from scratch - tool selection, workflow architecture, data routing, and performance reporting - with no existing playbook or template to follow.
- Architected multi-geo, multi-persona outreach campaigns across Canada, Australia, and the US, targeting **CDO, Head of Data Governance, Head of Data Engineering, and Principal DQ** personas with sequenced, intent-based messaging.
- Worked directly with founders and marketing leadership to translate GTM strategy into repeatable, automated pipeline systems, iterating on ICP definitions and sequencing logic based on real reply and conversion data.
- Developed a **LinkedIn Personalizer** workflow that scraped profile data through **Apify**, summarized recent activity using AI, and auto-generated personalized connection messages and follow-ups for SDR outreach.
- Managed 10+ LinkedIn automation setups to scale engagement and top-of-funnel visibility without account risk.**
- Delivered weekly performance reports on pipeline health, outreach metrics, and campaign ROI to sales leadership.
- Owned outbound infrastructure across multiple B2B SaaS campaigns, building lead sourcing, enrichment, ICP qualification, segmentation, and outbound-ready prospect pipelines for sales execution.
- Built Clay-based GTM systems combining buying signals, account research, enrichment, qualification, and AI-assisted personalisation into scalable outbound workflows and sales-ready opportunities.**
- Designed and maintained **HubSpot CRM** infrastructure including lifecycle management, lead routing, workflow automation, and funnel reporting to support outbound and revenue operations.
- Executed signal-based prospecting by detecting hiring activity, funding events, and technology changes, enriching and qualifying accounts against ICP criteria, and routing high-intent prospects into personalised outbound

sequences., generating **100+ MQLs**.

- Automated HubSpot CRM to email marketing integration using n8n, enabling **real-time contact syncing** and **automated deal stage updates**, reducing manual data entry by an estimated **72%**.
- **Built an autonomous SEO Content Pipeline where AI generates blog drafts, acts as an SEO analyst to identify keyword opportunities, inserts internal links and backlinks, and formats posts for CMS publishing - all within a single n8n workflow.**
- Created a **Lead Qualification Machine** that pulled new leads from Apollo, scored them against ICP criteria using AI logic, and routed high-fit leads directly to the sales team in HubSpot, cutting manual lead review time by **70%**
- Produced a full outbound playbook, **covering email sequences, cold call scripts, LinkedIn copy, and event-triggered campaigns tied to the Gartner EMEA Summit and a CEO-hosted webinar, used as the operational GTM reference for the sales team.**
- Orchestrated **GTM execution** strategies, achieving **34% revenue growth** through data-driven market analysis and targeted campaign deployment.
- **Designed and executed multi-channel outbound sequences (email + LinkedIn) achieving 38% open rates and 12% reply rates across US, APAC, and GCC markets.**
- **Built and managed ICP-fit prospect lists across 10+ verticals using Apollo, G2, Gartner, and LinkedIn Sales Navigator - adding 2,500+ qualified accounts to the pipeline.**
- Ran Clay-based enrichment workflows to automate prospect research, technographic filtering, and data validation before pushing to outreach sequences.
- **Evaluated and pushed back on a platform migration from Instantly to Smartlead with documented analysis of pricing inaccuracies, AI personalisation capability gaps, and the cost of rebuilding the existing n8n integration.**

Certification

Social Media Marketing

UI/UX Designer

ITIL Concepts

ChatGPT & AI Tools Prompt Engineering

Education

Bachelor of Technology - Computer Science Engineering

2019 - 2023

Vellore Institute of Technology