

RUDRESH SHENDGE

GTM Engineer | Bengaluru, India | Available immediately

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SUMMARY

GTM systems builder with seven years of B2B revenue ownership behind it and Rs 4.85 crore closed across four sales roles. Builds signal-based outbound infrastructure in Python, n8n and Docker, with Claude and Groq wired in for qualification and personalisation and Clay for waterfall enrichment. Designed and ran a signal-based outbound agent for a year, built on nine sequential decision gates that rejected over 70 percent of accounts before any message was sent. Most recently applied the same thinking inside a client's stack: a tested Python reply-classification service, and 1,056 closed opportunities restructured into an account-level re-engagement dataset.

CORE SKILLS

GTM systems: Signal-based outbound, signal decay and combination scoring, waterfall enrichment, ICP scoring and rejection gating, cost per verified record, list hygiene, deduplication, suppression

CRM and RevOps: HubSpot: workflows, list segmentation, contact and company records, imports, data extracts, reporting dashboards, lifecycle-stage tagging, CRM data modelling. Delivered an 8,132-contact migration. Salesforce: Trailhead, self-paced, in progress

Outbound and signal: Clay, Amplemarket, Smartlead, Common Room, Apollo, Hunter, Prospeo, NeverBounce, Goldcast

Automation and data: n8n, Make, Zapier, Docker, Airtable, Customer.io, Slack incoming webhooks for workflow alerting and handoffs

AI: Claude API, Groq API, OpenAI API. Prompt engineering for structured outputs. Human in the loop review design, classification routing and failure handling

Engineering: Python for scripting, data pipelines and API calls. REST APIs, webhooks, JSON. SQL querying. JavaScript basics

Deliverability: SPF, DKIM, DMARC, domain warming, inbox rotation, bounce monitoring, blocklist monitoring, cold infrastructure isolated from the primary domain

Commercial: Discovery calls, product demonstrations, consultative selling, org mapping, MQL to SQL conversion, post sale lifecycle management

EXPERIENCE

GTM Systems Engineer | Independent | Bengaluru, India | Aug 2025 to Present

- Designed and shipped a signal based outbound agent from scratch with no prior engineering background: Python, n8n for orchestration, Docker for deployment, self hosted and running unattended on a schedule from August 2025 to August 2026.
- Built nine sequential decision gates that rejected over 70 percent of accounts before any outreach ran, scoring hiring activity, funding events and tech stack changes as buying signals, ordered cheapest check first so a failing account never reached a paid enrichment call.
- Wired the Claude API and Groq API into the qualification and personalisation layer using structured output prompting, with a human review step at the final outreach stage after one bad send proved the two error types cost very different amounts.
- Built waterfall enrichment across Apollo, Hunter and Prospeo: cheapest provider first, stop at the first verified result, with Airtable as the record store.
- Owned sending infrastructure end to end: SPF, DKIM, DMARC, domain warming, inbox rotation and blocklist monitoring.

GTM Engineer, Contract | RevGenius | Remote | Aug 2026, three week engagement

- Analysed 1,056 closed sponsorship opportunities in HubSpot and restructured them into a 654 row account level re-engagement dataset. Rejected the obvious deal attached contact model in favour of account level relationships, because a deal contact is a snapshot of one conversation while the account view survives churn in the buying committee. 233 closed won, 73 closed lost, 294 mailable contacts.
- Built an AI reply classification and routing service in Python across Smartlead, Claude, Airtable, Goldcast and Make, scheduled daily on GitHub Actions. Nine reply categories collapsing into three buckets, with a 0.70 confidence floor

applied last and unconditionally so anything the model was unsure about stopped for a person instead of being registered for the event. 65 offline tests and dry run as the permanent default. On a 64-reply sample it disagreed with the platform's own labels 11 times, including two auto-tagged Out Of Office that a human read as interested. Built and tested, handed over mid productionisation.

- Diagnosed and fixed a campaign routing fault found in testing: positive replies were registering against a single hard coded event, which breaks the moment two campaigns run concurrently. Rebuilt the workflow to read the campaign ID first and resolve the correct event before classification, then retested for multi event handling.
- Migrated 8,132 contacts and 50 fields from Customer.io into HubSpot, mapped to the existing member property so imported records entered the live onboarding and approval workflow rather than sitting in a parallel one.
- Built a lookalike account engine on Amplemarket from existing customer characteristics, with HubSpot domain suppression before enrichment so credits were never spent on accounts already in the CRM, and NeverBounce validation before the list was released.

Customer Success Manager | The Knowledge Academy | Bengaluru, India | Jan 2026 to Aug 2026

- Owned post sale lifecycle for B2B accounts: onboarding, adoption, renewal risk and escalation.
- Traced churned and at risk accounts back to how they were originally qualified, and fed that evidence into the rejection criteria used upstream in outbound targeting.

Account Relationship Manager | HeyCoach | Bengaluru, India | Aug 2024 to Aug 2025

- Closed Rs 55L in revenue as the team's top performer, selling a technical education product to individual and employer sponsored buyers.
- Owned outbound prospecting through to close, including qualification, demonstration and objection handling.

Senior Sales Consultant | TeamLease Services | Bengaluru, India | Apr 2023 to Aug 2024

- Closed Rs 1Cr in revenue selling HR technology services into Indian enterprise buying committees.
- Led a team of four, covering pipeline reviews, call coaching and forecast hygiene.

Senior Sales Representative | upGrad | Bengaluru, India | Nov 2021 to Apr 2023

- Closed Rs 80L in revenue while running 60+ product demonstrations a month.
- Maintained pipeline coverage across a consultative, multi touch sales cycle with a long consideration window.

Business Development Representative | Unacademy | Bengaluru, India | Jan 2019 to Oct 2021

- Closed Rs 2.5Cr in revenue, the highest individual contribution on the team.
- Ran full cycle sales: qualification, discovery, demonstration and close.

SELECTED PROJECTS

Clay Prospect Scoring System | Independent project | May 2026

- Scored nine B2B SaaS companies against a first SDR hire buying signal using multi source enrichment: funding data, tech stack detection, contact finding and email verification.
- Used tech stack as a negative signal. Companies already running Apollo, Outreach or Instantly were rejected even on an ICP match, because the problem they were being sold is already solved.
- Ordered the enrichment so rejections happen before the expensive steps, bringing the whole run to 66 credits, roughly 8 credits per passing row and 5 per rejected row.

Signal Specification, Open Source Developer Tools | Published work sample | Aug 2026

- Nine buying signals scored with a decay half life each, three combination bonuses, eight ordered rejection gates and a cost waterfall.

CERTIFICATIONS

AI Skills Cohort, Clay University. Cohort 9, completed June 2026.

Generative AI Mastermind, Outskill. Generative AI for sales and workflow automation. Issued November 2025.

EDUCATION

Bachelor of Engineering, Civil Engineering. Nitte Meenakshi Institute of Technology, Bengaluru. 2014 to 2018.