

Adedamola Aregbesola

AI Automation Consultant × **GTM Engineer**

Summary

GTM engineer and automation builder who designs outbound systems that find, enrich, and personalize outreach at scale, then measure what is actually working. I build the pipeline and write the copy that runs through it, using tools like Claude, Clay, Make.com, and modern AI-assisted development stacks. Four years of academic field research, including 24 co-authored peer-reviewed publications, sits behind the work, giving every system a structured, evidence-based approach.

Work Experience

2024 – Present **GTM Engineer & AI Automation Builder**

- Built hunt.ai, an AI-powered outbound engine that sources targets across 10+ channels, enriches contacts via Apollo.io and Hunter.io, and generates personalized outreach at scale using the Claude API
- Designed and built an ICP-based outbound targeting system in Clay: defined firmographic and intent criteria across two segments (B2B SaaS and boutique agencies), then sourced and enriched matched company and contact lists as the sourcing layer for an active outbound campaign
- Built a custom Python web scraper to source hotel prospects across Nigeria for a booking-automation outbound campaign, extracting names, locations, and contact detail pages at scale where no existing enrichment database covered the market, then fed results into a Clay pipeline for contact enrichment

Contact

GTM Engineer & AI Automation Consultant

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Education

Bachelor of Arts in Philosophy & Sociology

Obafemi Awolowo University, Osun State, Nigeria

2013 – 2017

GTM & Automation Stack

Clay, Apollo.io & Hunter.io
Smartlead & Instantly
HubSpot CRM
Make.com, Zapier & n8n
Claude (Anthropic) & Claude API
ChatGPT & GPT-4o / OpenAI API
Gemini & Perplexity AI
Mistral AI (Pixtral vision)
Twilio & WhatsApp Business API
React, Node.js & PostgreSQL
Python (web scraping)
Cursor, Bolt.new & v0
SPSS & QGIS

Skills

- Built a full revenue workflow for Aurelia Hotel: a React, Node.js, and PostgreSQL booking platform with a five-branch Make.com pipeline sending AI-generated confirmations, SMS, WhatsApp messages, and invoices, zero manual involvement
- Built a payment-logging automation for a micro-lender that reads bank credit-alert images via vision AI (Mistral Pixtral) into a live Google Sheets ledger
- Design and deploy AI agents using Claude, ChatGPT, Perplexity AI, and NotebookLM for SME clients across content, research, and customer support workflows
- Build automated pipelines with Make, Zapier, and the Claude API, reducing content production time by 60 to 70 percent while maintaining editorial quality
- Deliver AI adoption workshops and readiness audits: tool selection, workflow redesign, prompt engineering, and team training

2021 – Present Freelance Content Writer & Researcher

- Produced 200+ SEO-optimised articles across crypto, DeFi, NFT, Web3, and SaaS niches, including explainers, tokenomics analyses, and protocol deep-dives
- Wrote long-form content, case studies, and whitepapers to help clients meet publishing targets and KPIs under tight editorial deadlines

2019 – 2021 Sociolinguistics Researcher, SIL Nigeria

- Conducted primary and secondary research across 40+ Nigerian languages and groups, designing and piloting quantitative and qualitative survey instruments
- Co-authored roughly 20 academic reports, contributing to a 500 percent annual increase in published journals at SIL Nigeria
- Presented original research, “The Sociolinguistic Profile of the Polci Cluster Languages,” at the Jos Linguistic Circle

Outbound system design (ICP, enrichment, sequencing)

AI agent setup & deployment

Workflow automation design

Prompt engineering

CRM & pipeline management

Quantitative & qualitative research

Full-stack development

Content strategy & copywriting

Certifications

Google Data Analytics Certificate

Google

Marketing Strategy: SEO Content Writing

LinkedIn Learning

Writing Email People Want to Read

LinkedIn Learning

