

HARSH AGRAWAL

GTM ENGINEER | REVENUE SYSTEMS & AI AUTOMATION

Bangalore, India | +91 6361198819 | harsh@agrawalharsh.com | [LinkedIn](#) | [Work Portfolio](#)

SUMMARY

GTM Engineer with 4+ years of experience across growth operations, workflow automation, and revenue systems. Builds end-to-end inbound and outbound infrastructure covering prospecting, data enrichment, lead qualification, CRM routing, follow-up, and AI-powered communication. Hands-on with Clay, n8n, Make, GoHighLevel, APIs, webhooks, and OpenAI/Claude, translating business requirements into reliable, deployed GTM workflows.

TECHNICAL SKILLS

n8n/Make • Voiceflow • HubSpot • GoHighLevel (GHL) • HeyReach • Clay • Instantly • Apollo • AI Ark • CRM Routing • REST API Integrations • JSON • AI Agents (Voice/Chat) • LLM Integration & Prompt Engineering • RAG • OpenAI/Claude APIs • Claude Code • Workflow Orchestration • Supabase (SQL) • Airtable • JavaScript • Error Handling & Monitoring • Data Transformation • Lifecycle Automation

PROFESSIONAL EXPERIENCE

AI & GTM Automation Engineer — Independent Projects Jun 2024 – Present

- Built 30+ production automations for 20+ global clients across prospecting, enrichment, personalization, lead qualification, CRM routing, follow-up, and AI-powered communication.
- Developed voice, chat, and reply-handling agents using n8n, Voiceflow, Retell, and OpenAI/Claude APIs, reducing manual response handling by 50–70%.
- Architected lead routing, qualification, and follow-up workflows in GoHighLevel, working with founders from process discovery through testing, deployment, and iteration.

AI Workflow Engineer — betterWithAI (Part-time, Remote) Nov 2025 – Apr 2026

- Built enterprise AI agents and workflow automations using Microsoft Copilot Studio, Power Automate, and Microsoft 365.
- Delivered 10+ validated workflows with **Hume Edge** (formerly The Collective AI) for an enterprise client, automating data handling, task routing, and critical business processes.

Lead AI & GTM Engineer — Quimple (Contract, Remote) Mar 2024 – Apr 2026

- Led AI and GTM engineering builds alongside the founding team, owning delivery from requirements gathering and system design through testing, deployment, and iteration.
- Built outbound infrastructure, enrichment pipelines, lead qualification, CRM routing, and AI voice/chat workflows using Clay, Apollo, n8n, GoHighLevel, webhooks, and OpenAI/Claude APIs.

Growth & Automation Specialist — Shishu Baby Care Jan 2021 – Mar 2024

- Owned end-to-end GTM and customer lifecycle workflows across lead capture, segmentation, follow-up, nurture, and re-engagement, improving lead management efficiency by 50% across 5+ channels.
- Built and optimized GTM automations across lead routing, campaign execution, task handoffs, and reporting, saving 10+ hours weekly and improving cross-functional coordination.
- Developed data-driven nurture and re-engagement systems that improved retention by 30% and strengthened repeat engagement through personalized communication.

EDUCATION

Jain University — Bachelor of Business Administration (BBA)

ADDITIONAL INFORMATION

- Languages:** English, Hindi.
- Certifications:** Clay AI Skills Cohort 9 | Lovable L5 | AI Engineer Training (TrueHorizon) | Prompt Engineering (GenAI) | Python Crash Course | HubSpot Email Marketing | Social Media Marketing