

Samruddhi Sontakke

Go-To-Market (GTM) Engineer

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SUMMARY

Go-to-market (GTM) engineer who builds the pipeline rather than working someone else's. Built and ran a three-agent outbound system in Claude Code as the only commercial person at a US B2B distributor, and read every email before it sent. Freelance and remote throughout, predominantly US clients.

CORE COMPETENCIES

Outbound prospecting · Demand generation · Cold email campaigns · ICP definition and list building · Cadence design · Email deliverability · CRM operations · Sales development representative motion · AI agent orchestration · Campaign reporting

EXPERIENCE

Go-To-Market and Business Operations, Dinder (Freelance)

Remote, United States · Jul 2025 to Jul 2026 · B2B medical supplies and PPE distributor

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- Built and ran a **three-agent outbound pipeline in Claude Code** as the only commercial person, daily through the outbound phase, Dec 2025 to Jul 2026: outbound prospecting and enrichment through Claude in Chrome with MCP over Google, LinkedIn and Apollo, then research on prospects, personalized copywriting and delivery through Instantly. The enrichment waterfall Clay productizes, hand-rolled before I used Clay.
- Read and approved every email before it sent**, rejecting or rewriting 15 to 22 of every 100, and audited the week's records every Saturday through a second and different model. That audit verified prospect data and email-to-prospect matching independently of the model that generated them. Nothing factually wrong reached a prospect.
- Ran **three channels**: cold email campaigns at roughly 3,000 personalized emails a month, prospect contact forms, and **US federal procurement bidding through SAM.gov and DIBBS**, the Defense Logistics Agency bid board, at 75 to 110 a day. Across the three, **around 400 meetings a month booked onto the founders' Cal.com**, each with a name and a time on it; they held the calendar and I had no visibility past the booking.
- Owned **ICP definition, positioning, messaging and list building** from scratch, designed the multi-touch cadence, and ran **email deliverability**: warmed mailboxes, send caps, and the SPF, DKIM and DMARC setup, which I specified and walked the founder through implementing because I held no registrar access. Reported on campaigns.
- The stack cost **\$600 to \$800 a month** across Claude Max, Instantly, Apollo, Hunter, Lusha and warm-up domains, under \$2 a booked meeting. Every input is a public list price.
- Phase one, Jul to Dec 2025, was the commercial build-out of the business**, begun after I finished my BA: built thedinder.com and its content, worked vendor and supply contracts, sourced warehousing options and ran the company LinkedIn page.
- Defined the target market from scratch: US organizations that buy PPE as a recurring purchase, from clinics, labs and urgent care to blood banks, nursing homes, veterinary and dental practices and government health departments.
- The engagement ended when the company wound down, on an operations and supply-chain failure rather than a demand one. Warehousing and vendor contracts were never secured.

Sales Development and Marketing, Linorp (Freelance)

Remote, United States · Nov 2025 to Jul 2026, concurrent with Dinder · US business brokerage

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- Managed a team of three**, a researcher, a designer and a cold-caller, assigning and reviewing their work and accountable for their output, while carrying the blogs, website content and social copy.
- Ran the **sales development representative motion** end to end inside the brokerage's bespoke in-house CRM: list build, cold calling, cold email, booked meetings. Made roughly 500 calls myself in month one to learn what converted, then trained a caller who ran 100-plus dials a day. Owned top of funnel; mid and bottom funnel sat with the founder. Handled deal and administrative support alongside it: NDAs out, property and listing materials shared, and listing information organized into a clean package for a buyer. Produced the SEO content and blog strategy, competitor analysis and positioning, and ran the firm's LinkedIn page, Instagram and Facebook.

Generative AI Production and Shopify Build, AC Jewels (Freelance)

Remote, South Africa · Jul 2026 to Aug 2026 · Jewelry e-commerce, direct client

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- Built the store end to end on Shopify including custom catalog filters, and managed the project.
- Produced roughly 2,000 creative image and video assets, including the hand-held product shots that give jewelry scale and skin tone, with prompting across composition, camera framing, lighting and motion while holding a reference piece's exact appearance.
- Left the client a repeatable generation workflow on WaveSpeedAI that they run themselves.

Growth and Content, QuickJap (Freelance)

Remote, United States · Mar 2025 to May 2025 · US blue-collar job marketplace

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- Wrote the entire website content for a two-sided marketplace addressing two audiences at once: an owner who needs someone by Friday, and an hourly worker who needs to trust that the listing is real.

- Ran acquisition on both sides through university outreach, community building and content-led acquisition. Over 2,000 signups in Virginia, employers and workers together. The platform was free to use, so these are registrations rather than paying customers, and the count was never broken down by side.

Content, SEO and AI Search Visibility, Relumos (Freelance)

Remote · Jan 2025 to Feb 2025 · Creator subscription platform for knowledge content

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- Built the full application content, website and blog program, written into the low-competition space around what the platform was for rather than at head terms a two-month-old platform cannot win.
- Ran AI search visibility on Mention and Searchable, tracking which brands the AI engines name and cite across ChatGPT, Claude and Perplexity, then worked the citation gaps directly through Reddit participation, press outreach on journalist contact data I sourced myself, and direct outreach to creators. Outreach only; nothing was placed and no coverage ran.

SaaS Marketing and Business Development, Rintegrated (Freelance)

Remote · May 2024 to Jul 2024 · IT staffing and software development agency

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- Marketed the agency's two **B2B SaaS** products, a CRM and an ERP, alongside the agency's own website and content.
- Built the website and its content, and ran network-led business development through the founder's own profile, with permission, generating founder connections.
- Onboarded to the company's bespoke in-house CRM and ERP and worked in both.

SKILLS

GTM and outbound. Cold email campaigns at volume, cold calling, outbound prospecting and prospect research, ICP definition and list building, positioning and messaging, sequence and cadence design, email deliverability, federal procurement bidding, campaign reporting, and the sales development motion from list build to booked meeting.

Technical and AI systems. Claude Code multi-agent orchestration, Claude in Chrome with MCP, prompt engineering, cross-model quality auditing, human-in-the-loop review design. *How I build:* I do not hand-write Python or SQL. I direct Claude Code to write them, then read, run and validate the output.

Platforms. Apollo, Instantly, Smartlead, Clay, Hunter, Lusha. HubSpot, Salesforce, Zoho, and onboarding to three bespoke in-house builds. Mailreach, Warmbox, Lemwarm, SPF, DKIM, DMARC. SAM.gov, DIBBS. Make, Zapier and n8n for automation. Semrush, GA4, Menttion, Searchable. Shopify, Framer, WaveSpeedAI.

EDUCATION

Sir Parashurambhau (S.P.) College, Pune. Bachelor of Arts, Psychology, Jul 2022 to May 2025. Presented *Resilience and Well-being amongst IT and Non-IT Individuals* at the National Level Conference on Role of Psychology in Well-being, Department of Psychology, Dr. Babasaheb Ambedkar Marathwada University, Mar 2024.

CERTIFICATIONS

Lifology Global Fellow 2022, from 40,000-plus students, CEO letter on file. **Aleph Digital Ad Certificate**, Jul 2023, ID 373268449905.

LANGUAGES

English, Hindi and Marathi, all at high proficiency.