

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.

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. 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. Phase one, Jul to Dec 2025: the commercial build-out, thedinder.com, vendor contracts and warehousing.

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.

Earlier Engagements, Independent Consultant (Freelance)

Remote · May 2024 to Aug 2026

- **AC Jewels**, jewelry e-commerce, South Africa, Jul 2026 to Aug 2026. Shopify store built end to end with custom filters, roughly 2,000 creative image and video assets, and a repeatable workflow on WaveSpeedAI. [/work/ac-jewels](https://work/ac-jewels)
- **QuickJap**, US blue-collar job marketplace, Mar 2025 to May 2025. Website content for both sides of a two-sided marketplace, and acquisition on both. Over 2,000 free-platform signups in Virginia, employers and workers. [/work/quickjap](https://work/quickjap)
- **Relumos**, creator subscription platform, Jan 2025 to Feb 2025. Application content, website and blog program. AI search visibility on Menttion and Searchable, working citation gaps through Reddit, press and creator outreach. Nothing placed. [/work/relumos](https://work/relumos)
- **Rintegrated**, IT staffing and software agency, May 2024 to Jul 2024. Marketed their two **B2B SaaS** products, a CRM and an ERP; built the website and content; network-led business development. [/work/rintegrated](https://work/rintegrated)

SKILLS

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. BA Psychology, Jul 2022 to May 2025. Presented *Resilience and Well-being amongst IT and Non-IT Individuals* at a national conference, Mar 2024. **Lifology Global Fellow 2022**, from 40,000-plus students, CEO letter on file. **Aleph Digital Ad Certificate**, Jul 2023, ID 373268449905.