

ABDUL RAHIM

GTM Engineer | Revenue Systems, CRM Automation & Applied AI

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PROFILE

GTM engineer building revenue systems across ICP/account intelligence, CRM architecture, enrichment, outbound infrastructure, calling, automation, reporting, and applied AI. Hands-on with HubSpot, GoHighLevel, n8n, Make, Zapier, Apollo, Twilio/3CX, Python/JavaScript/SQL, Supabase, and Cloudflare. Focused on connecting upstream GTM reasoning with reliable technical execution and measurable learning loops.

SELECTED GTM & REVENUE SYSTEMS WORK

- GTM ICP Intelligence Engine** | Public flagship project

2026
- Built an auditable account-to-outreach control plane spanning website intelligence, evidence extraction, deterministic ICP scoring, contact acquisition/enrichment, HubSpot sync, guarded activation, and QA.
 - Validated the pre-send pilot across 39 scored accounts; designed the system so account decisions remain evidence-backed and consequential outbound actions stay explicitly gated.
- Revenue Operations & SDR Infrastructure** | Ovule Consulting

2026
- Implemented Apollo-to-HubSpot SDR ownership routing, CRM data standards, pipeline/reporting controls, and 3CX/Twilio calling infrastructure for distributed SDR operations.
 - Produced a production operating handover covering owner mapping, call journaling, dashboards, troubleshooting, onboarding/offboarding, and change-control safeguards.
- GoHighLevel Lead Attribution & Commercial Pipeline** | Commercial cleaning client

2026
- Connected commercial lead sources including website forms and ZenMaid into GoHighLevel; implemented attribution, owner assignment, opportunity routing, source separation, and reporting workflows.
 - Reworked duplicated legacy automation into a client-owned subaccount with commercial-specific conditions while coordinating remaining Meta, phone-number migration, and Zapier dependencies.
- AI Diagnostics & Reporting Platform** | Private client system

2026
- Engineered AI-assisted reporting infrastructure with structured intake, analysis, deterministic regeneration, human approval, web report delivery, PPTX export, and controlled client-facing deployment.
 - Worked across Supabase, Cloudflare Workers/Workflows, Vercel, APIs, reporting, and production reliability while keeping client source and sensitive analytical logic private.

GTM / TECHNICAL STACK

GTM & RevOps: ICP & segmentation, account intelligence, lead scoring/routing, CRM architecture, lifecycle automation, reporting, experimentation
Platforms: HubSpot, GoHighLevel, Clay, Apollo, Instantly, HeyReach, n8n, Make, Zapier
Calling / Comms: Twilio, Telnyx, 3CX, WATI, SMTP2GO
Engineering: Python, JavaScript/TypeScript, SQL, REST APIs, webhooks, Supabase/Postgres, Cloudflare Workers, Vercel
AI Systems: LLM APIs, structured outputs, RAG, tool calling, agent orchestration, human-in-the-loop, evaluation/guardrails

EDUCATION & TRAINING

- BS Economics** | National University of Sciences and Technology (NUST)

Expected 2028
- Economics background applied to market selection, incentives, segmentation, experimentation, and revenue-system design.
- AI Bootcamp** | Ghulam Ishaq Khan Institute (GIKI)

2026
- Grade A | Transformers, NLP, alignment, RAG, agentic AI

CREDENTIALS

Make Academy Advanced Certification | Zapier Certification | GitHub portfolio: github.com/abdulrahim-hash