

Diego Ferreira

GTM ENGINEER

Atlanta, GA • (404) 555-0182 • diego.ferreira@email.com • [linkedin.com/in/diegoferreira](https://www.linkedin.com/in/diegoferreira)

SUMMARY

GTM engineer with 4 years building revenue operations automation for B2B SaaS, writing Python and JavaScript against CRM APIs and running enrichment and outbound workflows in Clay, n8n and Zapier. Connects Salesforce, HubSpot and product data so 40 sellers start each day with scored, routed and researched accounts.

SKILLS

- Python
- Clay
- Salesforce
- HubSpot
- APIs
- SQL
- n8n
- Zapier
- Webhooks
- JavaScript

EXPERIENCE

GTM Engineer

06/2024 - Present

Meridian Workflow Software

Atlanta, GA

Workflow automation SaaS company with 40 sellers and a product-led free trial.

- Build Clay enrichment and scoring workflows for **45,000** target accounts, raising outbound reply rates from 2.1% to 3.8%.
- Write Python services on the Salesforce and HubSpot APIs that sync product usage signals every 15 minutes.
- Run 30+ n8n workflows with webhooks for lead routing, alerts and meeting handoffs at a 99.5% success rate.
- Develop SQL models in the data warehouse that feed 6 sales dashboards and rep account lists.

Marketing Operations Specialist

07/2022 - 05/2024

Brightline HR Software

Atlanta, GA

HR software company selling to mid-size employers through inbound marketing.

- Automated **25** Zapier workflows between HubSpot, the billing system and team chat, saving 20 hours a week.
- Wrote JavaScript custom code actions in HubSpot for lead scoring on 8,000 monthly leads.
- Deduplicated 30,000 contact records with Python scripts before a CRM migration.
- Documented every workflow in a shared runbook used by 3 operations teammates.

IT Help Desk Student Assistant

08/2020 - 05/2022

Georgia State University

Atlanta, GA

Part-time role in the campus technology help desk during college.

- Resolved **30+** help desk tickets a week on accounts, email and lab software.
- Wrote Python scripts that automated 4 weekly ticket reports for the IT manager.
- Documented 25 common fixes in the knowledge base, cutting repeat tickets 15%.

EDUCATION

Bachelor of Business Administration

05/2022

Georgia State University

Atlanta, GA

Computer Information Systems