

Michael Jensen

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Profile

GTM Engineer specializing in AI-powered outbound systems and revenue automation. Design and deploy end-to-end GTM workflows across Clay, Salesforce, and LLM tooling—spanning ICP definition, signal detection, account research, messaging generation, and execution. Focused on building scalable, signal-driven pipeline engines that increase relevance, efficiency, and conversion across enterprise sales motions.

Experience

TRANSCEND REMOTE – 2021-PRESENT

Campaign Manager (GTM Systems) – April 2024-Present

- Built and deployed a Claude-powered outbound system in Clay automating prospecting, qualification, and message generation—contributing to \$500K+ pipeline through signal-based targeting and decision-layer logic
- Designed end-to-end GTM workflows across Clay, Salesforce, and Outreach for lead sourcing, enrichment, scoring, and sequencing
- Built signal-driven prospecting systems using hiring, funding, and GTM activity triggers to prioritize high-intent accounts and suppress low-quality outreach
- Integrated Gong, Slack, and external data providers to trigger automated insights and follow-up workflows
- Developed structured GTM data schemas and validation processes to maintain data integrity across enrichment and CRM systems

Senior BDR – Aug 2022-April 2024

- Generated \$3M+ in qualified pipeline across enterprise accounts, supporting growth from \$1M to \$10M ARR
- Built outbound systems including persona segmentation, sequencing logic, and campaign frameworks across 130+ targeted events
- Translated frontline outbound learnings into scalable GTM workflows and automation logic

Sales Development Representative – Feb 2022-Aug 2022

- #1 rep for sourced enterprise opportunities in first SDR cohort
- Established foundational outbound cadences, targeting strategies, and messaging frameworks adopted across the team

Freelance Content Marketing – Jan 2021-Feb 2022

- Produced B2B content for technical audiences across SaaS and professional services.

EARLY EXPERIENCE 2018-2022

- Customer-facing roles at **Apple** (2019-2022) and **Tesla** (2019), consistently exceeding performance targets in high-growth environments

Education

Santa Clara University, Santa Clara, CA – BA English Literature

GTM Stack

Clay
Salesforce
Outreach
Notion
Gong
Slack
Enrichment APIs
ChatGPT & Claude
SQL

Skills

GTM Systems
Design
Workflow
Automation
Data Enrichment
Flows
Lead Routing
Outbound Strategy
Revenue Operations
Cross-Functional
Collaboration

GTM Systems Projects

AI-POWERED OUTBOUND ENGINE (CLAY, CLAUDE, SALESFORCE, OUTREACH)

- Architected a signal-driven outbound system spanning ICP definition → enrichment → trigger detection → fit validation → message generation → sequencing
- Built LLM-driven decision logic to evaluate account relevance from real-time signals and suppress low-quality prospects
- Developed structured prompt frameworks to enforce signal-based personalization and eliminate generic messaging
- Generated ~\$500K pipeline per quarter through signal-driven outbound and automated prospecting workflows

SALESFORCE → CLAY EVENT-DRIVEN DATA PIPELINE (SALESFORCE, APEX, PLATFORM EVENTS, CLAY, APIS)

- Built event-driven integration between Salesforce and Clay to sync contact and account data in real time
- Built asynchronous architecture (**Flow → Apex → Platform Event → Queueable → Webhook**) to decouple user actions from external API execution
- Leveraged Named Credentials and Automated Process context to securely handle outbound callouts without exposing permissions to sales users
- Implemented retry logic, safeguards, and structured logging to ensure reliable data delivery under API rate limits and transient failures
- Standardized payload schemas across Contact and Account data to support downstream enrichment, scoring, and outbound activation in Clay
- Ensured continuous CRM-to-Clay sync, ensuring outbound workflows operate on fresh, validated, and trigger-ready data

GTM DATA INFRASTRUCTURE & ENRICHMENT SYSTEM (CLAY, SALESFORCE, LEADIQ, APIS)

- Designed multi-source (waterfall) enrichment pipelines to maintain accurate, standardized CRM data at scale
- Built validation, deduplication, and schema logic to reduce data debt and enable reliable automation across GTM systems
- Reduced outbound data issues and improved CRM reliability, contributing to a **~50% reduction in email bounce rates**

SIGNAL-DRIVEN GTM ACTIVATION SYSTEM (CLAY, SALESFORCE, OUTREACH, GONG, SLACK)

- Built signal ingestion workflows to capture job changes, funding events, hiring trends, and intent signals for real-time GTM activation
- Translated signals into automated triggers for outbound, inbound routing, and lifecycle plays (“Why Now” prospecting)
- Synced signals into Salesforce and Outreach to drive prioritization, sequencing, and rep workflows
- Enabled dynamic account and prospect scoring based on combined firmographic, behavioral, and signal data
- Built dynamic competitive intelligence and battlecard workflows in Clay, aggregating signals from Gong, CRM data, and external sources to surface real-time insights for outbound and sales conversations
- Automated distribution of competitor insights and objection handling frameworks into Notion and Slack, enabling reps to personalize outreach and respond to market signals more effectively

OUTBOUND PERFORMANCE & DELIVERABILITY SYSTEM (OUTREACH, SALESFORCE, CLAY)

- Built outbound analytics framework to measure engagement, deliverability, and pipeline contribution
- Developed scoring models to evaluate rep performance across messaging, timing, and activity
- Implemented deliverability controls to safely scale outbound without degrading sender reputation