

# Deepak Raj

## Go-to-Market Architect & Engineer

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### PROFESSIONAL SUMMARY

Go-to-Market Architect & Engineer with 5+ years across GTM engineering, Revenue Operations, and Salesforce. Architects entire GTM stacks on **n8n** as the central orchestration engine — wiring CRMs, sales-engagement tools, data sources, and LLM agents into automated, unattended systems. Deep HubSpot and Salesforce automation, AI-assisted workflows (Claude, Gemini), and API integration. Builds GTM and CRM systems from scratch with measurable impact. Salesforce-certified (3×).

### CORE SKILLS

**GTM & RevOps:** GTM Engineering · Revenue Operations · Marketing/Sales Operations · Signal-Based GTM · Account-Based Marketing (ABM) · Outbound Automation · Lead Lifecycle & Routing · Data Enrichment, Scoring & Segmentation

**Automation & Platforms:** n8n (workflow orchestration) · HubSpot (workflows, custom objects, integrations) · Salesforce (Admin, SOQL, Service Cloud, Field Service, Asset 360) · Apollo · Clay · Cloudflare Workers · Supabase/PostgreSQL · Microsoft Graph · Airtable

**Engineering & AI:** Node.js / JavaScript · Python · SQL / SOQL · REST APIs & Webhooks · LLM Agents (Claude, Gemini) · Email Deliverability (SPF/DKIM/DMARC) · CI/CD (Gearset, Copado)

### PROFESSIONAL EXPERIENCE

#### Asteris — GTM Engineer Lead, AI Systems

*Apr 2026 – Present*

- Architect and operate the entire GTM stack on **n8n as the central orchestration engine ("the brain")** — wiring HubSpot, Salesforce, Apollo, Microsoft 365, Supabase, and LLM agents into automated, unattended workflows.
- Built a signal-based lifecycle "brain" that turns reply, engagement, and lifecycle signals into real-time GTM actions — automated lead-stage changes, deal creation, and instant sales routing — with cross-object contact-to-account sync.
- Built an AI lead-enrichment engine (LLM research agents + people-search + deterministic guess-and-verify) that finds a verified email from a name alone; raised hit rate ~6× (~12% to ~75%) with verification-gating and existing-customer suppression.
- Built always-on outbound infrastructure across multiple mailboxes — compliance (suppression/DNC), deduplication, pacing/warming, and resume-safe CRM sync.
- Shipped an LLM reply-classification gate (Claude) that separates human replies from auto-replies/bounces and routes qualified leads to sales in real time.
- Engineered a duplicate-safe marketing broadcast engine (content-fingerprint dedup, sender-warming, live dashboards) with bot-vs-human filtering that removed ~80% of scanner noise; built a multi-agent AI content pipeline (market intel → strategy → AI writers → performance analysis).
- Built email-deliverability tooling catching dead mailboxes standard verifiers miss (full SPF/DKIM/DMARC); leading a CRM migration into an enterprise Salesforce org — config-driven "Lead Brain / Account Brain / Sync Engine" built on n8n.
- Stack: n8n · HubSpot · Salesforce (SOQL) · Apollo · Node.js · Claude/Gemini agents · Cloudflare Workers · Supabase · Microsoft Graph.

#### Axle Field Management — Salesforce Platform Owner & AI-Augmented Developer

*Aug 2024 – Apr 2026 · Contract · Spruce Grove, AB*

- Owned end-to-end Salesforce platform strategy and architecture, using AI development tools to deliver 3× faster time-to-market.
- Designed an autonomous invoicing workflow that generated and distributed PDFs with zero manual intervention, eliminating a \$20K/year vendor.
- Led enterprise data governance for 500M+ records, architecting PHIPA-compliant data frameworks.
- Delivered a greenfield Salesforce implementation with scalable architecture, workflow automation, and modern UI/UX.

#### Aspire Systems — Salesforce Consultant

*Sep 2023 – Aug 2024 · Edmonton, AB*

- Built automation to auto-provision service resources and territories on new-user creation, cutting setup time and manual workload while ensuring operational consistency.
- Specialized in SOQL, driving a 100% gain in operational efficiency through data curation, mass updates, and reporting.

- Supported 500+ users through successful go-live and post-go-live events; delivered tailored Salesforce solutions with high client-satisfaction ratings.

### **Uptima — Salesforce Consultant**

*Oct 2021 – Jul 2023 · Greater Calgary Area*

- Implemented and customized Salesforce, improving customer service 20% and operational efficiency 15%; achieved a 90% client-satisfaction rating.
- Cut case-resolution time 30% (Service Cloud), lifted field-service efficiency 25% (Field Service Cloud), and reduced asset downtime 20% (Asset 360).
- Executed complex SOQL and data migrations at 98% accuracy, saving ~15 hrs/week; built reports/dashboards that improved data visibility 30%.
- Automated deployments with Gearset & Copado (40% faster); maintained 100% compliance and zero security breaches; 99% deployment success rate.

### **CERTIFICATIONS**

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Salesforce Certified Administrator · Salesforce Certified Service Cloud Consultant · Salesforce Certified Field Service Cloud Consultant · DocuSign eSignature Template Specialist · Asset 360 (ServiceMax / PTC)

### **EDUCATION**

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**Conestoga College** — Postgraduate Diploma, Applied Network Infrastructure & System Administration (2017–2019)