

Pravash Rai

GTM Engineer — Outbound Systems & AI-Driven Growth

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destillo.io · mixmastudio.com · onest.realestate · aminhamer Cearia.pt

I build outbound systems that produce booked calls, not activity. As Founding GTM Engineer at Destillo AI I founded the outbound function from zero and still own it end to end — GTM motion, buyer research, data pipelines, AI drafting agents, follow-up and reporting — and I have carried six client engagements in four countries as the sole client-facing owner. I am applying to own client results as Head of GTM Engineering at Autopilot Growth.

+15%

REPLY RATE LIFT

12

QUALIFIED MEETINGS A MONTH

3x

OUTBOUND EFFICIENCY

6

CLIENT ENGAGEMENTS OWNED

WHERE I FIT THIS ROLE

WHAT THE ROLE NEEDS	WHAT I HAVE ALREADY DONE
Own client results through to booked calls	Own the full cycle at Destillo, research to booked call — 12 qualified meetings a month on a 15% reply-rate lift, and 300% sales growth for one client as sole client-facing owner.
LinkedIn outreach, cold email and Meta ads	Built LinkedIn sourcing and outreach as Destillo's core channel from zero; ran cold-email sequences and segmentation at Transform CRE; ran Facebook and Instagram lead-gen content at scale for Onest.
Turn client context into end-to-end GTM strategy	Built Destillo's GTM motion, playbook and systems alongside the founder, turning founder-led sales into a repeatable, documented engine that runs without him.
Build scraping pipelines and AI personalisation	Built ADB Independent Evaluation Department pipelines spanning ~5,500 projects and the World Bank IEG data infrastructure behind its evaluations; deploy AI research, enrichment and drafting agents.
Build systems that lift client performance	Run outbound as an experiment loop — A/B testing targeting, messaging and channel mix — and ship systems-first playbooks, not one-off execution.
Learn fast, with a drive to learn and grow	MBA valedictorian at 4.0/4.0; self-taught GTM engineer now running data pipelines and AI agents; corporate trainer to AI Rajhi Bank, World Bank Nepal, UNOPS and Ncell.
Full-time, weekday 9 a.m.–1 p.m. US Eastern overlap	Available full-time as a contractor. Kathmandu is UTC+5:45, so 9 a.m.–1 p.m. ET is my late evening — held five days a week.

CORE STACK

LinkedIn outreach automation & profile sourcing · **Cold email** — sequencing, segmentation and follow-up cadence · **AI agents** for research, enrichment and drafting · **Data pipelines and scraping** · **Lead-gen content systems** across Facebook, Instagram, YouTube, TikTok and Twitter · **Email marketing** and newsletters · **Analytics and reporting** cadences that reallocate effort to what converts.

EXPERIENCE

Founding GTM Engineer

Ongoing

Destillo AI Inc. — Canadian federal corporation · destillo.io

Applied AI and methods firm working with institutions including the Asian Development Bank and the World Bank Group.

- Founded Destillo's outbound function from zero — built the GTM motion, playbook and systems alongside the founder, converting founder-led sales into a repeatable, documented engine.
- Own the full cycle end to end: institutional research, buyer mapping, signal-based targeting, tailored outreach in impeccable written English, follow-ups, scheduling and prospect records — removing the founder from the critical path.
- Lift reply rates 15% and book 12 qualified meetings per month by running outbound as an experiment loop — A/B testing targeting, messaging and channel mix instead of sending more volume.
- Drove a 3x gain in outbound efficiency (meetings per hour of effort) by deploying AI research, enrichment and drafting agents across the workflow, while keeping every buyer conversation human.
- Built evaluation pipelines for the Asian Development Bank's Independent Evaluation Department spanning ~5,500 projects, and bring three years inside the World Bank's IEG building the data infrastructure behind its evaluations.
- Feed buyer objections and win/loss patterns back into ICP, messaging and campaign strategy — a feedback loop that compounds rather than a sequence that decays.

Freelance GTM & Growth Consultant

Multi-brand portfolio

Six completed engagements across the US, Portugal, India and Nepal — each run as sole client-facing owner, on scoping, timelines, revision cycles and handover to systems-first playbooks.

- **A Minha Merceria** (Portugal, grocery retail) — 300% sales growth from email marketing, cold DM outreach and Reddit community campaigns, supported by a monthly content calendar of newsletters, audio, video and image assets.
- **Transform CRE** — rebuilt email marketing and sales systems end to end: sequence logic, segmentation and follow-up cadence, replacing manual outreach with a tracked, repeatable pipeline that moved prospects from cold contact to booked conversation.
- **Auntie Jo Sews** — delivered a complete product-launch campaign to a fixed deadline: a 7-day multi-platform calendar, 15–30s vertical Reel, 4–6 slide carousel and 3-slide Story sequence, with audience and a conversion-focused measurement framework defined from scratch.
- **Onest Real Estate & Onest Lending Solutions** — sustained multi-platform delivery at scale: 2 posts daily plus 15 templated videos and 4 blog posts monthly across Facebook, Instagram, YouTube, TikTok and Twitter, with monthly analytics reviews reallocating effort toward high-performing formats.
- **Creative Grove** — client acquisition; sold and delivered social media management and lead generation.
- **Enfity Nepal** — client acquisition; sold and delivered SEO and social media management.

EARLIER EXPERIENCE

Fractional Chief of Staff

Nov 2021 – Sept 2026

Mixma Studio · mixmastudio.com

High-end bespoke furniture studio founded by artisan Chris Kinlaw, whose work has featured in Vogue, Bazaar, The New York Times Style Magazine and Design Miami.

- Ran the founder's Instagram as the studio's primary lead-generation channel and executed email marketing and newsletter campaigns.
- Onboarded customers and acted as the liaison between artisan and client through production, collecting client feedback and feeding it back into the work.
- Contributed to sales of over USD 250K.

Co-Founder & VP of HR Services

Jun 2019 – Nov 2021

Rolling Nexus · Kathmandu, Nepal

- Co-founded Nepal's first professional networking platform and led the product development, branding and sales teams.
- Core team member designing and launching the company's HRIS software, Rolling Access.

Recruitment Specialist

Jun 2018 – Jun 2019

Rolling Plans Pvt. Ltd. · Kathmandu, Nepal

- Owned end-to-end recruitment outsourcing for World Bank Group Nepal, Embassy of Switzerland, Ncell, the United Nations and Nepal-based startups.
- Reviewed 10,000+ CVs and sat in 200+ interviews, delivering client-facing proposals and business development presentations.

EDUCATION

MBA

2019 – 2021

Presidential Business School, affiliated to Westcliff

University, USA

CGPA 4.0 / 4.0 — University Topper, awarded Valedictorian.

BBA, Banking & Finance

2014 – 2018

People's Campus, Tribhuvan University

First Division with Distinction, CGPA 3.71 / 4.0.

ADDITIONAL

- **Leadership and soft-skills trainer** (2018 – present) — Al Rajhi Bank (Saudi Arabia), World Bank Nepal, UNOPS, Ncell, Green Development Bank, Reliance Finance & Life Insurance, Samsung and Subisu.
- **Founder & Chief Mentor, Mission 27** (2024 – present, volunteer) — a free mentorship platform supporting 27 early- and mid-career professionals a year across Nepal, India and Pakistan, run through Google Workspace and LinkedIn.
- **Speaker and writer** — TEDx speaker; panelist at the National Financial Literacy Summit 2026 and the Lumbini World Peace Forum 2026, including a keynote conversation with Steve Killelea of the Institute for Economics & Peace; published on AIM2Flourish.

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