

Jules Okafor

GTM Engineer | Austin, Texas (UTC-6) | hello@julesokafor.com

I build signal-based outbound, enrichment and routing systems that turn raw data into booked meetings. Six years across SDR, RevOps and GTM engineering, working in Clay, n8n, HubSpot, Salesforce and Claude Code.

HIGHLIGHTS

\$4.2M

pipeline sourced by engines I've built

31

revenue engines shipped since 2023

6.8%

average reply rate on signal plays

4 min

median speed-to-lead after routing

EXPERIENCE

Independent GTM Engineer	Fractional for 14 B2B teams	2024–Now
- Built 31 outbound, routing and scoring engines for Seed to Series C SaaS teams. - Signal plays average a 6.8% reply rate, against 1–3% for cold lists. - Every build ships with docs, Looms and a runbook the team owns.		
GTM Engineer	Parcelwise, Series B	2022–2024
- Built the Clay and HubSpot backbone behind 62% of sourced pipeline. - Cut speed-to-lead from nine hours to four minutes with enrichment-based routing. - Replaced three data vendors with one waterfall, saving \$38k a year.		
Revenue Operations Analyst	Brightloop	2020–2022
- Owned lead routing, territory rules and the quarterly forecast model. - Deduplicated 120k CRM records and cut duplicate creation by 40%.		
Sales Development Rep	Hatchbase	2019–2020
- Top SDR three quarters running, mostly by automating my own research. - Built my first Sheets and Zapier enrichment flow, which is where all this started.		

CERTIFICATIONS AND EDUCATION

Clay Certified Expert	Clay	2024
Revenue Operations Certification	HubSpot Academy	2023
B.A. Economics	University of Texas at Austin	2019