

Avery Strand

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Selected live work: utilitybillscan.com | facilityrebates.com | sb253list.com

GTM Engineer who ships. Five years building demand generation as software: outbound systems, public lead-gen products, paid media instrumentation, and Salesforce engineering. Sourced pipeline in every role.

EXPERIENCE

Gravity (sustainability and energy management software)

Mar 2026 – Present

GTM Engineer, solo | Bay Area

- Sourced **15 net-new opportunities and \$1.02M in stamped pipeline in roughly four months** by building the referral program as software, not a spreadsheet: an ICP scoring engine over referrer networks feeding a swipe-through portal where investors triage scored intro candidates, a Slack lookup command, and CRM stamping on every converted intro. Direct mail added a \$45k closed-won and a \$150k opportunity at meeting booked.
- Took over a **~\$30k/month paid media program** (~\$427k lifetime spend across Google, LinkedIn, and OpenAI) with no working conversion tracking and rebuilt it in ten weeks as an API-driven, CRM-attributed system. The audit traced 689 form leads from a \$42.7k campaign to zero opportunities and surfaced \$105k of spend hidden behind a default export filter.
- Built **first-party attribution from ad click to opportunity**: eight tracking parameters in a 90-day cookie across four web properties, written to Salesforce fields on every form submission, with daily server-side conversion uploads to three ad platforms and native LinkedIn lead sync. Retired HubSpot from the loop.
- **Eliminated ~\$209k in annual run-rate cost**: a \$60k/year paid media contractor taken in-house, a \$55k/year enrichment platform replaced with tooling I built, HubSpot retired at \$4k/month by moving attribution onto Salesforce, and ZoomInfo retired at \$3.8k/month behind a seller-facing enrichment plugin every AE and BDR uses. Separately redirected ~\$52k/year of junk-intent search spend via a 4,560-term sweep and 46 negatives across 9 campaigns.
- Shipped and operated **three public lead-gen products on their own domains** (vision-based utility bill analyzer, facility rebate finder, California SB 253 checker), each wired end to end into Salesforce with lead capture, alerting, and nginx/systemd deployment.
- Deployed **Salesforce flows and Apex through the sf CLI as 21 reviewed changesets**: LeadSource governance, opportunity attribution inheritance, a LinkedIn lead converter, referral tracking fields. Built the GTM monorepo to be operated by an AI agent with a human approving: 34 task-specific skills, guardrails as code. Moved tool purchasing to API and MCP first.

Coast (fintech)

Mar 2025 – Mar 2026

GTM Engineer, sole marketer | New York

- Built content and demand generation from zero as the only marketer: outbound, inbound, paid search, events, and gifting. Created a fully automated outbound engine in Clay covering sourcing, messaging, and execution, launching dozens of plays that **generated 150+ net new meetings in twelve months**.
- Owned CRM migration and GTM stack procurement, consolidating data vendors to improve deliverability and save tens of thousands. Built an internal web tool reps use to look up contacts and qualify companies from a LinkedIn URL.

Material Security

Oct 2022 – Mar 2025

Senior SDR, promoted to Demand Generation Specialist, ABM | Remote

- Recruited by Veza's CRO to join him at Material Security. **Personally sourced 180+ new business opportunities in two years, producing over \$500k in revenue**, through multi-channel intent-based outbound to enterprise buyers.
- Built the automated outbound system (Clay, PhantomBuster, ZoomInfo, LinkedIn, Sendoso) and ran ABM for AE target accounts, an exec aircover program, vendor demand-gen programs, an internal referral program, and the CEO's outbound.

Veza

May 2022 – Oct 2022

Sales Development Representative | Los Gatos, CA

Led the SDR team in meeting volume targeting enterprise and mid-market Silicon Valley accounts, at a 5:1 meeting-to-booked ratio.

Uber

May 2017 – Apr 2018

Account Executive | Seattle, WA

Promoted from intern to full-cycle AE. Generated \$2.1M in revenue and doubled the weekly close minimum.

SKILLS & EDUCATION

Engineering, through Claude Code and Devin: Claude Code as the operating layer, directing and reviewing rather than typing every line; Devin for website edits since moving off Webflow. TypeScript, Python, REST API integration, web apps deployed on nginx, systemd, and Linux VMs, Chrome extensions, document parsing, scheduled jobs, auth and rate limiting, git and PR-gated workflows. Anthropic SDK in production, agent skill authoring, vision-based extraction, LLM classification pipelines.

CRM and RevOps: Salesforce (SOQL, Flow, Apex, sf CLI, changesets, attribution modeling), HubSpot, Attio, lead routing, LeadSource governance, suppression lists, CRM migration.

Paid Media: Google Ads API and Data Manager API, LinkedIn Marketing API, OpenAI Ads API, Customer Match, server-side conversion upload, first-party click ID capture, UTM standards, negative keyword management.

GTM Stack: Clay, Unify, PhantomBuster, Gong, Outreach, ZoomInfo, 6sense, Common Room, Sendoso, n8n, PostHog, DataForSEO, Webflow.

Education: B.A., Creative Writing, University of Washington, 2020