

EGOR KALEYNIK

GTM Systems Architect / Signal-based Revenue Operator

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PROFESSIONAL SUMMARY

GTM systems architect focused on **signal-based revenue systems**—designing how companies detect real demand, decide who to pursue, and execute with precision.

Combines revenue strategy, data infrastructure, and AI-driven workflows to replace assumption-led marketing with **decision-oriented GTM architectures** that:

- identify high-probability buyers from weak and fragmented signals
- filter noise, false positives, and non-buying activity
- prioritize accounts by urgency, readiness, and solvability
- enable repeatable, system-level outbound execution

Designs and deploys end-to-end systems across:

- signal intelligence (behavioral, technographic, contextual)
- multi-layer scoring and qualification (readiness, urgency, constraints)
- AI-assisted research and enrichment pipelines
- outbound logic (messaging, sequencing, asset systems)

Built on hands-on experience across content, SEO, demand generation, and RevOps, but operates at the **system layer—not channel execution**.

Approach:

- replaces ICP assumptions with **validated signal patterns**
- treats GTM as a **decision system, not a campaign stack**
- optimizes for timing, pressure, and internal contradictions—not static fit

Works primarily with SMB and mid-market B2B companies (up to ~200 employees), especially where **operational pressure creates immediate buying conditions**.

Delivers systems that:

- increase precision of account selection
- reduce wasted outreach and pipeline noise
- improve conversion efficiency

- make correct GTM decisions scalable

Not focused on campaigns. Focused on **who to target, when, and why—and making that repeatable.**

CORE SKILLS & TOOLS (ULTIMATE LIBRARY)

GTM STRATEGY & REVENUE DESIGN

Go-to-Market Strategy, Go-to-Market Planning, Demand Generation, Pipeline Generation, Lead Generation, Demand Forecasting, Target Audience Definition, Market Research, Customer Research and Analysis, Business Insights, Growth Strategy, Growth Hacking, Marketing Strategy, Strategic Planning, Positioning, Messaging Strategy

DEMAND ACQUISITION & CHANNELS

Campaign Development, Direct Response Marketing, Multi-Channel Marketing, Advertising, Pay Per Click (PPC), LinkedIn Ads, Facebook Ads, Landing Pages, Conversion Optimization

REVENUE OPERATIONS & CRM

Customer Relationship Management (CRM), Lead Management, Sales Operations, Marketing Operations, Marketing Automation, Pipeline Management, Project Planning, Project Management, Resource Management, Team Management, Team Leadership, Process Design, Optimization

DATA, ANALYTICS & MEASUREMENT

Data Analysis, Data Analytics, Analytics, Web Analytics, Google Analytics, Google Search Console, Measurement Systems, Key Performance Indicators (KPI), Return on Investment (ROI), Reporting, Attribution

SIGNALS, SCORING & QUALIFICATION

Lead Scoring, Account Scoring, Qualification Frameworks, Buyer Readiness Modeling, Intent Signals, Behavioral Signals, Technographic Analysis, Segmentation, Prioritization Logic

AI, LLM & AUTOMATION

Large Language Models (LLM), Generative AI, Generative AI Tools, AI Prompting, Prompt Engineering, Multimodal Prompting, AI-Driven Content, ChatGPT, Claude, AI-assisted Research, Workflow Automation

CONTENT, MESSAGING & CREATIVE

Content Marketing, Content Strategy, Content Development, Content Planning, Content Creation, Digital Content, Web Content Writing, Web Content Production, Copywriting, Messaging, Storytelling, Branding, Editorial Strategy, Content Operations

SEO & ORGANIC DISCOVERY

Search Engine Optimization (SEO), Keyword Research, Search Engines, Technical SEO, On-Page SEO, Content SEO

ENGINEERING & INFRASTRUCTURE

Python (Programming Language), Scripting, HTML, APIs (conceptual), Web Scraping (Apify), Cloud Computing, Data Processing, Automation Pipelines

PLATFORMS & TOOLS

WordPress, Content Management Systems (CMS), Project Management Software, HubSpot (CRM), Google Workspace

BUSINESS & COGNITIVE SKILLS

Critical Thinking, Analytical Skills, Strategic Thinking, Problem Solving, Communication, Presentations, Decision Making, Creative Ideation

WORK EXPERIENCE

GTM REFINERY — Founder / GTM Systems Architect

Oct 2024 – Present | Poland (Remote)

OUTBOUND PHILOSOPHY

- Replaced volume-based outreach with precision-triggered engagement systems
- Designed context-aware messaging triggered by real operational signals
- Eliminated ICP-only targeting in favor of system-state-based prospecting

GTM SYSTEMS

- Designed signal-based prospecting systems replacing ICP-only targeting approaches
- Built multi-signal qualification frameworks for identifying high-intent companies
- Structured outbound systems including messaging logic and asset design

DATA & SIGNALS

- Built company-level signal detection models (behavioral + contextual indicators)
- Designed filtering logic to reduce low-relevance prospects
- Developed prioritization frameworks for account selection

AI & AUTOMATION

- Designed multi-agent AI workflows (research, analysis, structuring, content generation)
- Built prompt architectures for structured company analysis and classification
- Implemented AI-human hybrid workflows prioritizing human-first reasoning and AI expansion
- Developed style and reasoning control systems for LLM outputs

OBJECTION & DEAL SYSTEM DESIGN

- Built objection interpretation frameworks translating surface objections into underlying risk signals
- Designed risk reallocation mechanisms (credits, staged exposure, asset transfer)
- Structured decision-safe offers aligned with buyer risk perception

DELIVERY

- Delivered GTM system architectures for SMB B2B companies (up to ~200 employees)
- Provided execution-ready outbound assets (not campaign execution)

SIGNAL INTELLIGENCE

- Developed multi-layer signal classification frameworks (weak vs strong signals, signal clustering, validation rules)
- Implemented signal triangulation logic (no escalation without multi-signal confirmation)
- Built noise filtering systems separating bots, learners, and real buyers
- Designed false-positive detection models for eliminating misleading engagement signals

BUYER INTENT & BEHAVIOR MODELING

- Modeled buyer behavior patterns across decision stages (exploration → evaluation → commitment)
- Built intent detection systems based on behavioral sequences, not single events
- Designed buyer-readiness frameworks combining urgency, constraints, and internal triggers
- Identified and operationalized “false demand” vs real purchase intent signals

GTM METHODOLOGY (SCORING GUARD)

- Created Scoring Guard GTM methodology (Segment → Scan → Diagnose → Score → Validate → Offer → Sell → Learn)
- Designed incompatibility detection systems identifying internal contradictions in target companies
- Built confidence-weighted scoring models for prioritizing outreach targets
- Implemented feedback loops from sales outcomes into scoring calibration

AUTOMATION & SCALE CAPABILITY

- Built systems capable of analyzing ~1,000 companies in ~2 hours using automated pipelines
- Developed semi-manual → fully automated transition workflows for GTM hypothesis validation
- Maintained and processed multi-million-row datasets (multi-GB business directories) using analytical engines (DuckDB)

SCRAPING / DATA RELIABILITY ENGINEERING

- Built scraper reliability and drift monitoring systems detecting silent data failures (schema drift, volume collapse, null data)
- Designed non-intrusive monitoring layers for automation pipelines
- Implemented data validation logic beyond status-based success indicators

ADVANCED PROSPECTING TECHNIQUES

- Designed website change monitoring systems to detect pre-launch signals (hidden pages, sitemap changes, scripts)
- Used source-code level signals (analytics scripts, API endpoints) for early opportunity detection
- Developed non-traditional prospecting methods in low-data environments

EDGE CASE / MARKET LIMITATION HANDLING

- Operated in data-scarce markets, designing alternative signal acquisition strategies
 - Developed workarounds for fragmented or non-transparent data ecosystems
 - Built manual probing strategies to validate automation capabilities of target companies
-

SALES-SOLUTION — Chief Content Officer / B2B SaaS Marketing Strategist

Mar 2023 – Present | Poland (Remote)

(Concurrent with other roles)

DEMAND & CONTENT SYSTEMS

- Built content systems aligned with demand generation and pipeline goals
- Designed messaging frameworks for SaaS and service companies

OPERATIONS

- Managed content production pipelines across multiple clients
 - Standardized editorial and delivery workflows
-

EXPERTREMOTE — Head of Content Marketing

Aug 2022 – Present | Warsaw (Remote)

(Concurrent with other roles)

SEO & TRAFFIC

- Built SEO system from scratch

- Increased domain authority from 0 to 35
- Grew organic traffic to ~29,000 monthly

CONTENT

- Designed scalable content roadmap and production workflows
-

YOUR EXTRA MARKETER (Client: PandaDoc) — Senior Content Writer / Resource Manager

Jul 2022 – Feb 2024 | Remote

(Concurrent with other roles)

CONTENT PRODUCTION

- Produced ~60 long-form articles (~170,000 words)

TEAM & PROCESS

- Managed distributed editorial team
 - Built content guidelines and delivery processes
-

GALAXY VETS — Head of Content Marketing

Dec 2021 – Apr 2022 | Remote

- Launched content system from zero
 - Reached 70–100 daily organic clicks
-

RUBYGARAGE — Content Marketing Lead

Jun 2021 – Dec 2021 | Remote

- Led content operations and team coordination
 - Improved production workflows
-

EXPANICE SOFT — Head of Marketing

Sep 2020 – Oct 2021 | Remote

- Developed B2B marketing strategy

- Implemented account-based marketing (ABM)
-

APKIP.IT — Head of Marketing / Consultant

Mar 2020 – Jun 2021 | Remote

- Executed full-scope marketing for proptech startup
 - Built early-stage market presence
-

GEEK-SOLUTIONS — Chief Marketing Officer

Oct 2018 – Mar 2020 | Remote

- Developed and executed marketing strategies
 - Expanded client acquisition channels
-

EARLY CAREER (Journalism, Content, Editorial)

2012 – 2018

- Editor-in-Chief, Journalist, Copywriter across multiple media and tech platforms
 - Built foundational expertise in content production, research, and audience development
-

SYSTEMS & PROJECTS

Signal-Based Prospecting Engine

SYSTEM

- Detects companies using behavioral, hiring, product, and technographic signals
- Replaces ICP-first targeting with signal-driven identification
- Applies filtering logic to eliminate low-intent and irrelevant accounts

TECHNOLOGIES

- Python (data processing, parsing)
 - Apify (web scraping, data extraction)
 - LLMs (ChatGPT, Claude – signal interpretation)
 - Google Search / public web data sources
-

Multi-Signal Scoring & Qualification System

SYSTEM

- Classifies accounts by readiness, urgency, and fit
- Implements prioritization logic for outbound targeting
- Supports decision-making in account selection

TECHNOLOGIES

- Python (scoring logic)
 - Spreadsheets / tabular models (scoring frameworks)
 - LLMs (context enrichment, classification)
-

Signal Filtering & Incompatibility Pipeline

SYSTEM

- Detects conflicting signals (false positives)
- Removes accounts with mismatched indicators (activity \neq demand)
- Improves precision of targeting

TECHNOLOGIES

- Python (filtering logic)
 - Rule-based classification systems
 - LLMs (semantic validation of signals)
-

B2B Tech Stack Analyzer

SYSTEM

- Identifies technologies used by target companies
- Maps stack to potential needs, constraints, and opportunities
- Enhances account qualification and personalization

TECHNOLOGIES

- Apify (scraping)
 - Python (parsing, classification)
 - Public tech databases / web sources
-

AI-Assisted Prospect Research System

SYSTEM

- Automates company analysis and enrichment
- Generates structured insights for outreach preparation
- Standardizes research outputs

TECHNOLOGIES

- LLMs (ChatGPT, Claude)
 - Prompt engineering (structured workflows)
 - Python (data structuring)
-

Content-to-Demand System

SYSTEM

- Connects content production with GTM pipeline
- Aligns content with demand generation instead of traffic-only goals
- Integrates content into outbound and qualification flows

TECHNOLOGIES

- SEO tools (Google Search Console)
 - CMS (WordPress)
 - Content frameworks and distribution logic
-

Outbound System Design (Asset & Logic Layer)

SYSTEM

- Develops messaging frameworks and outbound sequences
- Creates reusable assets for client-side execution
- Standardizes outbound logic across campaigns

TECHNOLOGIES

- LLMs (content generation, personalization)
 - Messaging frameworks (email, LinkedIn)
 - Structured templates and playbooks
-

Automated Prospect Diagnostic System

SYSTEM

- Generates structured company diagnostics and reports
- Applies scoring logic (performance, gaps, risks)
- Produces output-ready reports for outreach

TECHNOLOGIES

- Python (data aggregation)
 - Playwright (HTML → PDF generation)
 - n8n (workflow orchestration)
 - LLMs (analysis and narrative generation)
-

MARKET INTELLIGENCE

Analyzes differences between perceived demand and actual buying behavior.

Focus:

- identifying segments that actually purchase
- detecting real urgency vs interest
- avoiding false demand signals

Applied Outcome: informs segment selection, outbound targeting, and qualification rules in GTM systems

PUBLICATIONS

SELECTED ARTICLES & WRITING (WITH SUMMARIES)

LinkedIn

- <https://www.linkedin.com/pulse/closing-gap-affordable-visualization-tools-smart-yet-small-egor-meumf>

Affordable AI-powered visualization tools (AR/3D) help small eCommerce merchants close the gap with large players, reducing returns and improving conversion via better product visuals.

Core keywords: #affordableVisualization #visualCommerce #smallBusiness #AItools #eCommerce

- <https://www.linkedin.com/pulse/content-quality-very-detailed-analysis-egor-kaleynik--cr0ef>

Decomposes content quality into objective (SEO, structure, accuracy, freshness) and subjective (originality, expertise, audience fit) layers; proposes AI-first drafting with human refinement.

Core keywords: #ContentQuality #AIcontent #analysis #SEO #E-E-A-T #humanintervention

- <https://www.linkedin.com/pulse/people-like-ai-content-only-until-dont-know-egor-kaleynik--etwuf>
Acceptance of AI content drops when disclosed; emphasizes quality-first delivery and avoiding AI “tells” rather than disclosure strategies.
Core keywords: #AIcontent #perception #trust #authenticity #misinformation
- <https://www.linkedin.com/pulse/ai-bad-give-me-good-one-egor-kaleynik--neglf>
Explores LLM error patterns and mitigation (RAG, grounding, multi-step validation, human review) to reduce hallucinations.
Core keywords: #LLMs #errorRates #AI skepticism #RAG #hallucinations #factChecking
- <https://www.linkedin.com/pulse/how-i-filled-new-post-purchase-ad-network-first-egor-kaleynik--q22yf>
Case study sourcing high-quality advertisers via Facebook Ads Library + Python scoring; prioritizes relevance and trust over volume.
Core keywords: #postPurchaseAds #Shopify #advertiserSourcing #leadGeneration #DTC #adScoring

DEV Community

- https://dev.to/egor_kaleynik_7dbe9393e86/real-world-blue-green-deployment-10-lessons-i-wish-i-knew-earlier-71j
Practical lessons on blue-green deployments: environment parity, DB risks, DNS pitfalls, cost trade-offs, and need for automation/observability.
Core keywords: #blueGreenDeployment #DevOps #environmentConsistency #databaseMigrations #IaC #observability
- https://dev.to/egor_kaleynik_7dbe9393e86/choosing-the-tech-stack-for-your-saas-13l2
Framework for selecting SaaS stack across frontend/backend/cloud with focus on scalability, cost, performance, and lock-in avoidance.
Core keywords: #techStack #SaaS #frontend #backend #cloud #scalability #DevOps #Kubernetes #serverless
- https://dev.to/egor_kaleynik_7dbe9393e86/devops-engineer-career-path-guide-39h5
DevOps career map: CI/CD, IaC, Docker/Kubernetes, SRE/DevSecOps paths, and transferable automation/problem-solving skills.
Core keywords: #DevOpsCareer #CI/CD #IaC #automation #DevSecOps #SRE #careerProgression

HackerNoon

- <https://hackernoon.com/ai-is-making-you-less-creativeunless-you-use-it-like-this>
Examines how AI can reduce or enhance creativity depending on workflow design and constraints.
Core keywords: #AIcreativity #workflows #constraints
- <https://hackernoon.com/is-googles-search-ranking-and-ai-bias-a-total-disaster-lets-see-what-google-gemini-thinks>
Evaluates search quality and AI bias via Gemini prompts, highlighting systemic ranking issues and

bias propagation.

Core keywords: #GoogleSearch #AIBias #searchRanking #GoogleGemini

- <https://hackernoon.com/humanize-ai-text-without-a-human-submitting-ai-generated-work-without-getting-caught>

Techniques to refine AI text to pass detectors and read as human-authored.

Core keywords: #humanizeAI #AI detectors #bypassingDetection #AItext

- <https://hackernoon.com/humanize-ai-text-task-accomplished>

Approaches to improving perceived human-likeness of AI outputs via editing and structure.

Core keywords: #humanizeAI #editing #structure

- <https://hackernoon.com/unveiling-my-dirty-ai-secrets-of-content-creation>

Practical AI content workflows and heuristics for production efficiency and quality control.

Core keywords: #AIcontent #workflows #production

- <https://hackernoon.com/veterinary-telemedicine-offering-animal-healthcare-online?source=rss>

Overview of remote veterinary care and digital delivery models expanding access to pet healthcare.

Core keywords: #veterinaryTelemedicine #petHealth #telehealth #animalCare

- <https://hackernoon.com/top-cloud-platform-comparison-2021-edition-t7n35xd>

Comparative analysis of major cloud providers across features, pricing, and use-cases.

Core keywords: #cloud #comparison #AWS #GCP #Azure

- <https://hackernoon.com/b2b-prospecting-methods-how-to-build-a-b2b-prospect-list-of-a-highest-efficiency-fg1237y9>

Methods for building high-efficiency B2B prospect lists using structured sourcing and qualification.

Core keywords: #B2B #prospecting #leadLists #qualification

- <https://hackernoon.com/top-electronic-design-service-companies-you-should-consider-in-2020-kj333yje>

Market overview of electronic design service vendors and selection considerations.

Core keywords: #EDS #outsourcing #vendors

DevOps.com

- <https://devops.com/addressing-data-synchronization-challenges-in-devops/>

Data synchronization challenges in blue-green and shared-DB setups; compares CDC, multi-master, API-based sync, and provides decision checklist.

Core keywords: #dataSynchronization #blueGreenDeployment #DevOps #CDC #dataConsistency #schemaChanges

DZone

- <https://dzone.com/articles/meet-bunjs-and-vite-two-web-development-turbocharg>

Bun.js (fast runtime/bundler/PM) and Vite (fast build with HMR) as accelerators of modern web

workflows.

Core keywords: #BunJS #Vite #webDevelopment #JavaScript #performance #buildTools #HMR

- <https://dzone.com/articles/cloud-service-providers-comparison-both-top-3-and>
Cloud providers comparison across pricing, performance, and ecosystem (limited access summary).
Core keywords: #cloud #comparison #providers

CustomerThink

- <https://customerthink.com/creating-customer-centric-solutions-from-scratch-in-the-absence-of-subject-matter-experts/>
AI-assisted approach (NLP, sentiment, social listening) to derive personas and pain points without SMEs.
Core keywords: #customerCentric #AItools #personaDevelopment #painPoints #sentimentAnalysis #audienceInsights
- <https://customerthink.com/how-to-befriend-your-clients-three-workflows-for-lasting-relationships/>
Discovery, transparency, and sustained partnership workflows to build long-term client trust.
Core keywords: #clientRelationships #trustBuilding #DiscoveryPhase #transparency #longTermPartnership

Medium / Substack

- https://medium.com/@eternal_metallic_coyote_703/medium-suspensions-and-the-big-gamble-of-paid-writing-why-i-never-jumped-on-mpp-1b9c9fd10b45
Platform dynamics and risks of paid writing programs (limited access summary).
Core keywords: #Medium #publishing #monetization
- <https://aisalesmarketing.substack.com/p/use-ai-and-social-media-for-marketing-personalization>
Using AI + behavioral/social data for hyper-personalization beyond static personas.
Core keywords: #AIpersonalization #socialMediaInsights #marketingAutomation #audienceSegmentation #behavioralAnalysis

Research (SSRN)

- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5243645
Reconceptualizes technical debt as a quantifiable portfolio risk across the software lifecycle. Using 27 case studies and simulations, shows 52% lower refactoring costs with proactive mitigation, 2.3× fewer incidents, up to 40% lower cloud waste, and ~22% annual compounding “interest” on TD; introduces a five-tier TD taxonomy and evaluates tools (SonarQube, Atlassian Compass, Valletta Grid) across maturity stages.
Core keywords: #technicalDebt #SaaS #riskModeling #MonteCarlo #ESG #architecture #DevOps

Community / Other

- https://www.reddit.com/r/B2BRefinery/comments/1qh0m11/introducing_my_scoring_guard_gtm_methodology/

Introduction of Scoring Guard methodology for GTM: scanning, diagnosing, scoring, and ranking opportunities.

Core keywords: #GTM #scoringMethodology #B2B #leadScoring #goToMarket

CONTENT THEMES

- GTM systems, prospecting, and demand generation
 - AI, LLM workflows, and content systems
 - DevOps, infrastructure, and engineering topics
 - SaaS growth, marketing, and customer systems
-

RECOGNITION

Marketing Contributor of the Year — HackerNoon Noonies Awards (2021)

<https://hackernoon.com/noonies2021-awards-the-list-of-winners-in-the-internet-category>

EDUCATION

Belarusian State University of Informatics and Radioelectronics

Bachelor's degree, Radioelectronics

2009 - 2015

CERTIFICATIONS

Introduction to Responsible AI

Google

Issued Jan 2026

Credential ID 21545359

Introduction to Large Language Models

Google

Issued Jan 2026

Credential ID 21544313

(Links available upon request)

POSITIONING

Builds signal-based systems that determine **who to target, when to engage, and why now.**

Replaces volume-driven GTM with **precision decision infrastructure.**

OPTIONAL SUMMARIES (FOR TAILORING)

Sharp (recommended): Signal-based GTM architect building systems for demand detection, qualification, and precision outbound.

GTM-heavy: Designs signal intelligence and scoring systems to identify and convert real demand in B2B markets.

Ops-heavy: Revenue systems builder focused on scoring, data pipelines, and AI-assisted GTM workflows.