AAYUSH IYER

GTM Engineering | Growth Automation | Customer Discovery

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PROFILE

University of South Florida student pursuing a Summer 2027 go-to-market role. Combines software engineering, customer discovery, and revenue growth to build customer acquisition workflows and internal tools.

EXPERIENCE

Audora
Oct 2026 - Present

GTM Engineer | San Francisco, CA

- Conducted 150 user interviews to assess product-market fit and inform product improvements; closed a high-ticket sale within one week of joining.
- Contributed to Audora.art website engineering (50,000 monthly views) and helped build wpd.my (200,000 monthly users).
- Helped develop WPDBot, used in 50+ Discord servers, to convert Wattpad stories into downloadable EPUBs.
- Built cold-outreach automations for customer acquisition and supported launch-video marketing on LinkedIn.

PSCI-LIA
May 2026 - Oct 2026

GTM Engineer Intern | Washington, DC (Remote)

- Joined as the company's first developer hire; built GovSift to score 100+ contract opportunities and track two active bids worth nearly $1M each, replacing three commercial tools.
- Built an onboarding/offboarding app coordinating HR, managers, and employees; supported the system's first two employee offboardings.

Highest Point Studio
Mar 2026 - Apr 2026

AI Team Lead / Lead Engineer | Tampa, FL

- Built daily lead workflows across 22+ data sources for 38 client accounts, delivering 5+ leads per client per day.
- Developed social-media lead sourcing and engagement automation to identify prospects and support lead generation.

Crallux Sells LLC
Jul 2025 - Mar 2026

AI Automation Engineer | Tampa, FL

- Scaled a dropshipping business to $50,000 MRR and generated 500,000 TikTok views through short-form content.
- Grew a lead generation agency to $25,000 MRR within one month.
- Achieved 1.23x ROAS on Meta campaigns using the same short-form creative.
- Built outreach automation for three B2B clients, qualifying 1,000+ leads per week.
- Automated competitor pricing and acquisition reporting, cutting manual reporting time by 60%.

EDUCATION

University of South Florida
Expected Dec 2027

Bachelor of Science, Artificial Intelligence and Business Analytics

SKILLS AND CREDENTIALS

Skills: Outreach automation, lead generation, customer discovery, Python, SQL, Next.js, website development

Credentials: Microsoft AZ-900; CompTIA Network+; CompTIA ITF+; PMI Project Management Fundamentals

Awards: FBLA Top 13 National; FBLA 1st Place State, Graphic Design and Digital Video Production