Eshaan Kansal

GTM Engineer · Builder · Marketer

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SUMMARY

I am high-agency and ambitious, and I have been building GTM systems for the past 4 years. I started with my own marketing agency, then I was the first marketing hire at a startup in Munich, and then I built a full GTM pipeline for enterprise sales at Logic Joe. I am both technical and a marketer, and at Ekos Labs I bring the two together by building custom GTM workflows for B2B and B2C companies. Now looking for a role in GTM engineering, growth or RevOps, at the intersection of marketing and tech.

EXPERIENCE

Founder (part-time) · Ekos Labs · Ingolstadt, Germany — Sep 2026 – Present

- Build customized GTM workflows for B2B companies: we map how a company sells today, then build a GTM plan made for it.
- Built Radar, our done-for-you lead engine that works like Clay and Apollo, fully built on Next.js. Onboarded 600+ businesses and got the first paying customers within 7 days of launch, all organic with no ad spend.
- Radar tracks 50+ buying signals from 40+ sources (intent, funding, job changes, company activity, CMS activity, social intent on Reddit and X, LinkedIn competitor engagement, webhook triggers) and turns them into real leads, messages and outreach sequences.
- Write and run our own personalized, signal-based outbound sequences on LinkedIn and other platforms, depending on where the buyer is: 20 to 30% of messages turn into booked sales calls (2 to 3 per 10).
- Partnered with Dashwise, a Munich business-software platform for DACH SMEs. Build GTM systems for US prop firms, US law firms and agencies: custom buying signals, lead enrichment, segments and outreach sequences, so they reach their best customers.
- Built Ekos Skills, 31 open-source GTM skills that turn AI agents like Claude Code into an AI marketing CMO. 400+ developers cloned it in 2 weeks.

GTM Engineer (Werkstudent) · Logic Joe GmbH · Remote (Hamburg, Germany) — Jul 2026 – Nov 2026

- Built a full GTM pipeline for selling to big organizations (200+ employees, 200M+ revenue), with lead lists in Clay (tables, waterfall enrichment, AI columns) and AI-agent scrapers: verified data sources, company-fit rules, lead enrichment across 12+ channels, buying signals from 40+ sources and decision-maker research.
- Built an A to E account-scoring model that ranked every company by fit and set which outreach sequence it enters, then wrote the sequences.
- Mapped how German municipal utility groups (for example, Stadtwerke), their parent companies and subsidiaries are connected, so sales knew how to sell into these big organizations.
- Ran HubSpot CRM hygiene: cleaned and enriched contact and company records, and standardized all sales lead lists into one system with an SOP.
- Built an AI ad generator from scratch and ran Meta campaigns, based on research on 18,000+ scraped ads.

Growth Marketer · Helmit GmbH · Munich, Germany — Oct 2025 – May 2026

- Averaged 2M views a week with my UGC scripts, editing and content workflows.
- Took the company from no app to almost 5,000 users on a new app we launched on iOS.
- Ran Meta Ads (100,000+ impressions in the first month) and influencer campaigns end to end.
- Built email automation and blog workflows in n8n, and an AI agent for B2B lead generation.

Content Creator & GTM Writer · X, LinkedIn, Instagram, GTM Explained — Sep 2023 – Present

- Generated 50M+ organic views across my own and client content, and grew my Instagram to 13K+ followers.
- Write GTM Explained, a GTM blog and newsletter read by 50,000+ people.
- Gained 1.5M+ impressions and 4,000+ bookmarks on X in 3 months with long-form GTM breakdowns (150 to 500+ bookmarks each), picked up by founders of million-dollar companies.
- Followed on X by Marc Andreessen (a16z) and Y Combinator founders.
- Creator partnerships with AI companies including OpenRouter, Treg, Overmind, Instinct and Cyborg.

Founder, Marketing Agency · Self-employed · India 2023 – Sep 2024

- Ran content strategy and Meta strategy for 150+ clients, focused on organic growth, inbound leads and B2B client acquisition.
- Ran ad campaigns at an average of 5x ROI, and generated 5M+ client views.
- Managed a distributed team of editors, writers, media buyers and ad strategists across all campaigns.

PROJECTS

Aeroloop · EHL x Cognition hackathon, Munich 2026

- Built a self-driving drone run by AI: an agent plans, flies and checks its own missions in simulation, no human in the loop. Top 5 of 60 teams.

AgentCheck · Open-source CLI on npm 2026

- Audits AI agents for security issues based on the OWASP Agentic AI Top 10.

10+ projects shipped, portfolio at eshaankansal.com

SKILLS & TOOLS

GTM: GTM engineering, outbound, signal-based sequences, buying signals, ICP, lead scoring, lead enrichment, waterfall enrichment, segmentation, LinkedIn and multichannel outreach, RevOps, CRM cleanup, account mapping

Sales & CRM: Clay, Apollo, LinkedIn Sales Navigator, HubSpot, Salesforce, Attio, Twenty, Lusha, Prospeo, Airscale, Lemlist, Hunter, NeverBounce

Data & scraping: Apify, Firecrawl, Serper, Meta Ad Library, Playwright, pandas

AI & automation: n8n, Make.com, Zapier, Claude Code, webhooks, Claude API, Codex, OpenAI API, multi-agent systems, agent harnesses, small language models, Hugging Face, MCP, Composio

Marketing: UGC, short-form video scripting and editing, LinkedIn content, content strategy, Meta Ads, Google Ads, influencer marketing, newsletters, PostHog, GA4, Figma, Canva

Dev: Python, SQL (PostgreSQL), TypeScript, Next.js, REST APIs, Supabase, Vercel, Stripe, GitHub

Languages: English (C1), German (A2), Hindi (native)

EDUCATION

B.Sc. Data Science · Katholische Universität Eichstätt-Ingolstadt, Germany Oct 2024 – Oct 2027
Statistics, Python, ML, data visualisation, databases

ACHIEVEMENTS & CERTIFICATES

- Part of the EWOR Fellowship Talent Pool
- IBM Data Science Professional Certificate