Abdul Hadi Bharara

hire@hadi.ing · hadi.ing · linkedin.com/in/bharara · x.com/hadibharara · github.com/exprtec · Pakistan, remote

GTM AI Engineer

GTM engineer who builds outbound, enrichment and programmatic SEO systems end to end, from domain setup to booked pipeline, plus the AI agents and automations that run them. Five years of software and AI engineering behind it (founding engineer, Toptal top 3%, apps with 50M+ users), and the last few owning revenue for my own products and for clients across Australia, New Zealand, the Netherlands and the UAE.

EXPERIENCE

Exprtec
06/2023 – Present

GTM AI Engineer · AI automation and growth studio — Remote

Run outbound end to end, from domains and deliverability to enrichment, sequencing and replies: 120K cold emails, 999 replies and $54.8K in tracked pipeline in 7 months (ANZ, NL, UAE). Built the GTM platform behind it (one timeline per lead across Instantly, Postmark and Close; 19 automations) and programmatic SEO directories (ndisprovider.review: 37× organic clicks; 99chambers.app: 3,348 clicks in 17 days).

Dashboard Insights
06/2025 – 03/2026

Senior AI Engineer, contract · AI for Australian accounting firms — Australia, remote

An agent that reviews and lodges Business Activity Statements, integrated with Xero and QuickBooks, scaled to 100,000 transactions a minute on AWS.

ImaginiHealth
10/2024 – 02/2026

Founding Engineer · AI reporting for radiology and veterinary clinics — New York, remote

Led a distributed team, ran customer demos, built agents that draft MRI, CT and X-ray reports, and designed a FHIR-compliant partner API.

Toptal
09/2022 – Present

Senior AI Engineer, freelance · Vetted into the top 3% of engineers — Remote

Short engagements for US and Asian startups: CRM and sales-platform integrations (Salesloft, Outreach, HubSpot, Shopify) and LLM agents.

PhzMe
02/2024 – 09/2024

Lead Backend Developer, contract · AI marketplace for physical media — Los Angeles, remote

FastAPI backend, Shopify and Stripe integrations, and team-wide testing standards.

Vyro.ai
07/2021 – 01/2023

Software Engineer, R&D · Consumer AI apps — Islamabad

A Metal rendering engine behind an iOS app with 5M+ downloads, a 90% cut in a major app's crash rate, and ML serving at 250,000 requests a day.

TOOLS

Outbound and deliverability	Instantly, Apollo, MillionVerifier, Close CRM and dialer, SPF/DKIM/DMARC, warmup, DNSBL monitoring, multi-step sequencing, reply handling
Data and enrichment	Clay and the Clay API, Apify, Playwright, Google Places API, public-registry sourcing, LLM enrichment
AI and automation	Claude API, AI agents, MCP, OpenAI, LangChain, n8n, Make; Claude Code, Codex, Cursor
CRM and RevOps	HubSpot workflows and integrations, Close CRM, Postmark nurture sequences, Stripe billing, Twilio, Slack alerts
SEO, AEO and GEO	Programmatic SEO, JSON-LD, Search Console, Bing Webmaster Tools, GA4, Ahrefs, Microsoft Clarity, Wikidata
Engineering	Python, TypeScript, SQL; FastAPI, Astro, Next.js; Postgres, D1, R2; Cloudflare Workers, AWS, Docker

EDUCATION

BE Software Engineering
2017 – 2021

National University of Sciences and Technology (NUST)

CREDENTIALS AND LANGUAGES

Toptal vetted, top 3% of engineers · Top Rated on Upwork

English and Urdu, both native or bilingual