

DANY DEGHEADY FARHAT

GTM & Growth · AI & Automation · B2B Outreach

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PROFILE

Mechatronics engineering student at SRH Berlin with hands-on B2B GTM experience and a self-built foundation in AI automation. Ran direct cold outreach campaigns to 150+ founders across Europe, owned the full cycle from ICP definition to first reply. Built and deployed AI-powered workflow tools using the Claude API. Comfortable working directly with founders, moving fast, and owning real projects from day one. Trilingual (English, French, and Arabic) with working German.

EXPERIENCE

Self-directed B2B GTM & AI Projects, Berlin, Germany

GTM & Automation Lead 2024 – Present

- Ran direct cold outreach campaigns to 150+ founders of SaaS, recruitment, and GTM firms across Europe — built prospect lists on Apollo, verified contacts via Hunter.io, wrote and tested hyper-personalised PAS emails, and owned the full outreach cycle.
- Built an AI-powered outreach automation pipeline: reads prospect CSV calls the Claude API to generate personalised emails per contact and pushes each draft to Gmail via OAuth2 - zero manual steps.
- Built two live AI workflow tools on GitHub Pages: an AI sales assistant (post-call notes to follow-up email and CRM summary) and a financial reporting AI (raw data to executive summary).
- Built and activated a HubSpot deal workflow automation, walking deals through pipeline stages and verifying execution via performance history log.
- Stack: Claude API, Node.js, JavaScript, HubSpot, Apollo.io, Gmail API, OAuth2, Cloudflare Workers, Make.com, n8n.

Autonomous Control & Mechatronics, Berlin, Germany

Systems Developer 2023 – Present

- Designed automation logic for multi-axis systems; integrated LLM APIs into IoT workflows and built Python pipelines for data aggregation and reporting.

ML & Thermodynamics Research Project, Beirut, Lebanon

Lead Researcher & Author Jun 2022 – Aug 2023

- Led multidisciplinary team of four; delivered technical findings to engineering and non-technical audiences.

EDUCATION

SRH Hochschule Berlin, Berlin, Germany

BSc Mechatronics Engineering 2023 – 2027

Control systems, applied mathematics, programming, electrical engineering.

Wellspring College Beirut, Lebanon

International Baccalaureate, HL Physics & Mathematics, 2020 – 2023

Elected high school president two consecutive years.

SKILLS

GTM & Outreach: Cold outreach, ICP definition, Apollo.io, Hunter.io, HubSpot, pipeline management, PAS copywriting

AI & Automation: Claude API, LLM integration, prompt engineering, Make.com, n8n, Zapier, Cloudflare Workers

Programming: Node.js, JavaScript, Python, Bash

Languages: English (fluent), French (fluent), Arabic (fluent), German (working)