Bill Ryan Cabral

LinkedIn Outreach & Growth Specialist · Sales Navigator, Apollo, Email & Automation

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SUMMARY

Outreach specialist who has run a founder's LinkedIn account for B2B staffing and consulting outreach. I build Sales Navigator lists against a clear ideal customer profile, research each prospect before writing to them, and track acceptance, replies and booked calls every week. When numbers drop, I check targeting, message and timing in that order. I also build the automations behind the work: lead enrichment, qualification, tracking and booking, in n8n, Zapier and Make.

RESULTS

61 qualified LinkedIn connections in 11 days	**7.27%** booking rate from LinkedIn outreach	**700** lead Sales Navigator lists built per campaign	**64%** of a 400-lead list were founders, CEOs or owners in staffing

SKILLS & TOOLS

Prospecting	LinkedIn Sales Navigator (saved searches, lead lists, ICP filters by role, industry, company age and headcount), Apollo, Apify enrichment, buying signals (new roles, hiring, promotions)
Messaging	Warm-up engagement, connection requests, InMail, follow-up sequences, A/B tests on openers and asks, reply handling, discovery-call booking
Email	Instantly cold email, nurture sequences, sending-domain warm-up, list verification (MillionVerifier), bounce and catch-all handling
Automation	n8n, Zapier, Make, webhooks, Google Sheets, Trello, GoHighLevel and monday CRM, Cal.com and Calendly, Twilio
Reporting	Weekly KPI trackers (acceptance, reply and booking rates), pipeline sheets, end-of-day updates

EXPERIENCE

Outreach & Automation Contractor · Baume Consulting (founder's account) — Aug 2025 – Jan 2026

- Ran the founder's LinkedIn account for two campaigns: business-owner outreach for a staffing offer, and inviting industry leaders onto his podcast.
- Built Sales Navigator lists for staffing-firm, recruiting and mortgage owners. In one 400-lead list, 76% were in staffing and recruiting and 64% were founders, CEOs or owners.
- Wrote each invite and InMail around the prospect's own company, years in the field and local market, not one generic message. An n8n step drafted a first line from each profile's facts to speed up personalization.
- Tracked every lead from invite to accepted to replied to booked in a tracker sheet, with a Trello board for follow-ups.

Automation Specialist & Outreach Strategist · Freelance / Contract — Jun 2025 – Present

- Ran LinkedIn outreach that produced 61 qualified connections in 11 days and a 7.27% booking rate.
- Built a 500-lead advertiser list (108 brands) from LinkedIn, enriched 330 profiles and sorted every contact by status: confirmed email, verify first, moved company or no email. Set the sending rules: verify first, warmed outreach domains only.
- Built lead routing, booking and follow-up workflows in n8n, Zapier and Make, with Twilio SMS reminders and Cal.com booking.
- Managed Instantly email outreach alongside LinkedIn, using Apollo and Apify prospect data.

Earlier: Marketing & Product — 2020 – 2023

Social Media Marketing VA, KODE ACROSS (content, scheduling, engagement) · Graphic Designer, LazyLabs · Founder & iOS Developer of 3 published App Store apps · Clinic Assistant, Sqin Garden Beauty Clinic.

TRAINING & SELF-STUDY

Klaviyo email flows and Shopify store data (self-study projects) · No-Code Automation with Zapier · Make.com · AI Automation with n8n · Learning HubSpot · Google UX Design Professional Certificate · STI College, Mobile Application and Website Development