Jacob Rubis

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EXPERIENCE

ServiceNow, San Diego, CA　　　　　　　　　　　　　　　　　　　　　　　　　August 2024 – Present
Inbound Sales Development Representative

- Consistently exceeded quota, ranking as a top performer on the team in a low volume territory.
- Generate and qualify pipeline across Canadian mid-market, commercial, and enterprise accounts through inbound and targeted outreach.
- Accelerated SDR onboarding by designing workflows that reduced ramp time and improved new hire call readiness.
- Designed over 8 AI-enabled workflows and automation tools, adopted by over 30 SDRs, saving each rep 10+ hours weekly and enabling personalization at scale
- Built account planning, call briefing, and follow up workflows with clear pre call and post call handoffs, aligning teams before conversations and moving opportunities forward after each interaction.

ServiceNow, San Diego, CA　　　　　　　　　　　　　　　　　　　　　　　　　June 2023 – August 2023
Sales Development Representative Intern

- Secured two qualified meetings through multi-channel outreach, driving $200K+ in NNACV.
- Executed outreach campaigns to new logo and existing customer accounts, broadening executive engagement and strengthening relationships.
- Designed and delivered a tailored digital solution presentation to GTM leaders, demonstrating ability to align technology with business needs.

TechSmith Corporation, East Lansing, MI　　　　　　　　　　　　　　　　　　　May 2022 – July 2024
Inside Sales Intern

- Closed over $100,000 of inbound sales by quickly qualifying requests and aligning solutions to customer needs.
- Managed lead and opportunity tracking in Salesforce for 300+ accounts to support visibility and accurate pipeline reporting.
- Contributed to reshaping the internship program by supporting the shift from inbound-only support to include outbound processes, establishing a framework for future interns.

PROFESSIONAL DEVELOPMENT

MIT Professional Education　　　　　　　　　　　　　　　　　　　　　　　　Issued: December 2025
Applied Agentic AI for Organizational Transformation, Certification

- Coursework focused on designing multi agent AI systems for reliable workflow automation, covering prompt engineering, agent coordination, and responsible AI principles in real business environments.

EDUCATION

Michigan State University, Broad College of Business, East Lansing, MI　　　　　　　　May 2024
Bachelor of Arts, Marketing,
Minor in Sales Leadership
Cumulative GPA: 3.96/4.00

SKILLS, CERTIFICATIONS, & INVOLVEMENTS

Skills: Prompt Engineering, AI-powered Workflow Development, Workflow Automation, Microsoft Dynamics, Salesforce, Outreach, LinkedIn Sales Navigator, ZoomInfo, Salesloft, Excel, Tableau, PowerBI, SPICED, BANT, Consultative Selling
Certifications: MIT Applied Agentic AI for Organizational Transformation, Bronze Sandler Selling
Involvements: National Collegiate Sales Competition, National Team Selling Competition, Delta Sigma Pi