

Jonathan Pufall

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Driven by a deep passion for storytelling, I aim to make a meaningful impact through the intersection of entertainment, entrepreneurship, and technology. Combining the strategic mindset of a business leader with the artistic vision of an actor, I seek to inspire others by leveraging my creativity and collaborative leadership style to create innovative solutions and foster positive change.

Education

University of Wisconsin-Madison

Major: BBA, Finance, Investment and Banking | Certificate: Theater and Drama

GPA: 3.76 / 4.00 (Dean's List, twice recognized)

Madison, WI

Expected May 2027

Experience

Client Magnet CRM

Co-Founder, Strategy & Finance

Los Angeles, CA (Remote)

May 2025 – Present

- Build multi-scenario financial models to project ARR, cash flow, costs, and growth, while designing tiered pricing strategy to maximize scalability and client lifetime value (LTV)
- Develop and manage custom project management and communication systems to streamline internal operations
- Strategically position the company to scale within the tech and AI landscape, integrating automation and digital tools to support future expansion
- Oversee operational infrastructure and cross-platform integration, enabling beta clients to achieve measurable growth

EcoWash

Divisional Manager

Chicago, IL

April 2024 – August 2024

- Created and established a new division of a home exterior maintenance company to expand the business into new regions within the greater Chicago Area; managed all finance and accounting for the division, providing weekly financial reports
- Designed and executed a comprehensive marketing strategy, generating over 250 leads, converting 50 clients
- Crafted extensive project proposals and estimates totaling \$500,000 to high-profile property management firms
- Recruited and managed a team of three full-time employees, overseeing operations for over 50 projects, ensuring timely and high-quality execution while maintaining client satisfaction and meeting key performance metrics

University Recreation and Wellbeing

Aquatics Supervisor

Madison, WI

December 2023 – Present (30 hours per week)

- Oversee the daily operations of a team of up to eight lifeguards, effectively resolving scheduling conflicts and upholding strict safety compliance in line with university and state regulations
- Support the successful execution of NCAA swim/dive meets and other major competitive events while promoting community engagement by organizing and supervising diverse aquatic programs

Involvement

UW-Madison Department of Theater and Drama

Actor (Coached by Dr. Baron Kelly)

Madison, WI

September 2023 – Present

- Cast as Melchior, the lead role in UW-Madison's 2025 mainstage production of *Spring Awakening*, working alongside professional creative teams including directors, choreographers, and stage managers, to deliver engaging performances
- Develop exceptional vocal and acting skills, stage presence, and the ability to connect with audiences on an emotional level

WUD (Wisconsin Union Directorate) Music

Committee Member

Madison, WI

February 2024 – Present

- Collaborate with a dynamic team to book, promote, and coordinate live performances at concert venues in Madison
- Negotiate contracts and pricing with booking agents and artists, forming strong professional relationships while maintaining budget adherence and maximizing audience engagement
- Drive event visibility through marketing and design initiatives, boosting attendance via social media and campus outreach

Corporate Finance Club - Wisconsin School of Business

Active Member

Madison, WI

September 2025 – Present

- Analyze corporate finance case studies, applying modeling and valuation techniques to real-world scenarios
- Strengthen problem-solving and presentation skills through collaboration and engagement with industry leaders

Finance and Investment Society - Wisconsin School of Business

Active Member

Madison, WI

January 2024 – Present

- Contribute to market-focused workshops and simulations to strengthen skills in equity research and investment analysis
- Work with peers and professionals to evaluate market trends, investment strategies, and financial instruments.

Skills and Certifications

Certifications: CSWA (Certified SolidWorks Associate in Mechanical Design) / SEO, SEO II (HubSpot Academy)

Technical Skills: Financial Modeling, Microsoft Office Suite (Experienced), Web Development, Java, Unreal Engine, Ableton Live