

Jonathan Pufall

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Driven by a deep passion for storytelling, I operate at the intersection of business strategy, entertainment, and technology. My goal is to democratize entertainment by identifying growth opportunities, building strategic partnerships that unlock value for talent and IP, and leveraging emerging technologies to expand how stories are created, experienced, and shared.

Education

University of Wisconsin-Madison

Madison, WI

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

Expected May 2027

GPA: 3.69 / 4.00 (Dean's List, twice recognized)

Professional Experience

Client Magnet CRM

Los Angeles, CA (Remote)

Co-Founder, Strategy & Finance

May 2025 – Present

- Build multi-scenario financial models projecting ARR, FCF, and cost structures to inform pricing and capital allocation
- Design tiered growth strategies to optimize customer lifetime value and support transition toward a SaaS model
- Oversee operational infrastructure and system integrations to improve forecasting accuracy and internal reporting
- Develop internal planning and tracking systems to support decision-making across finance, operations, and marketing
- Evaluate tradeoffs between automation, cost, and execution speed in a fast-moving, resource-constrained environment

Drew Dorenfest A/V

Los Angeles, CA (Remote)

Summer Intern

May 2025 – August 2025

- Supported day-to-day operations of a creative services business, assisting with client materials and internal organization while gaining exposure to the commercial and contractual dynamics between talent, brands, and production partners
- Conducted SEO, social media, and brand research to inform client marketing strategies and creative direction
- Assisted in preparing presentations and written materials that supported client communication and brand storytelling

EcoWash

Chicago, IL

Divisional Manager

April 2024 – August 2024

- Created and established a new regional division to expand the business into new markets within the greater Chicago area
- Managed all division-level accounting, budgeting, and weekly cash flow reporting to assess ROI on regional expansion
- 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 led a team of 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

Madison, WI

Aquatics Supervisor

December 2023 – Present (30+ hours per week)

- Oversee the daily operations of a team of up to eight members, optimizing scheduling, compliance, and workflows
- Support planning and execution of NCAA swim/dive meets and community events, coordinating logistics and resources to deliver high-quality guest experiences

Projects and Organizations

Undergraduate Business Law Association

Madison, WI

Attorney

January 2026 – Present

- Develop and deliver structured legal arguments in competitive mock trials, including cross-collaboration with UCLA
- Analyze complex case materials to identify leverage points, risk exposure, and persuasive positioning
- Study and apply principles of contract formation, liability, and damages to simulated business and entertainment disputes

University Theater

Madison, WI

Lead Actor (*Coached by Dr. Baron Kelly*)

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

Madison, WI

Committee Member

February 2024 – December 2025

- 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

Skills and Certifications

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

Technical Skills: Forecasting & Scenario Analysis, Excel and Microsoft Office Suite (Advanced), AI Tools, Java, Web Development