

# Jonathan Pufall

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Driven by a deep passion for storytelling, I strive to make a meaningful impact at the intersection of finance, entertainment, and technology. Combining the strategic mindset of a business leader with a creative foundation, I seek to democratize entertainment and advance emerging technologies that expand access to how stories are created, experienced, and shared.

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## Education

### University of Wisconsin-Madison

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

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

Madison, WI

Expected May 2027

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## Professional Experience

### Client Magnet CRM

Co-Founder, Strategy & Finance

Los Angeles, CA (Remote)

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

Summer Intern

Los Angeles, CA (Remote)

May 2025 – August 2025

- Supported day-to-day operations of a creative services business by assisting with client materials, research, and internal organization
- 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

Divisional Manager

Chicago, IL

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

Aquatics Supervisor

Madison, WI

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

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## Projects and Organizations

### UW-Madison Department of Theater and Drama

Lead 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 – 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
- 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

- Model valuation scenarios and discounted cash flow analyses for mock M&A cases, applying corporate finance frameworks relevant to media and tech sectors

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## 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