

Daniel Gonzalez

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Areas of Expertise

- TypeScript
- SQL / PostgreSQL
- Supabase & Row-Level Security
- Lead Scoring & Routing
- CRM Workflows
- Revenue Attribution
- Full-Cycle Sales
- Account Management
- Consultative Selling

Key Achievements

Revenue & Pipeline: \$300K+ in device sales; \$22K in new written premium in month one from a \$150K–\$220K quoted pipeline; \$15K in web revenue across 10 client engagements.

Systems That Shipped: Referral Desk, built and piloted, influenced ~\$10K in written premium across policies closed by two producers; Classroom Narrative AI is approved for use in a Mountain View school district.

Work Experience

Jada Thomas Griffith Farmers Insurance Agency

Cupertino, CA

Account Executive

May 2026 - Present

- Generated \$22K in new written premium in my first month from a \$150K–\$220K quoted pipeline built through outbound prospecting, referrals, and cross-sell.
- Own the client lifecycle from quote and bind through servicing, renewals, and expansion.

JDG Marketing

Remote

Founder

Jun 2025 - Present

- Generated \$15K from 10 website engagements, owning each sale from prospecting to delivery.
- Build websites, lead-gen systems, Meta Ads campaigns, and automations for small businesses.

Cellular Sales / Verizon Authorized Retailer

Goleta, CA

Sales Representative

Oct 2023 - Jun 2025

- Averaged \$30K a month in device sales for nearly a year, \$300K+ total, needs-based selling.
- Grew accounts and retention through service plans, upgrades, reviews, and issue resolution.

Selected Projects

Referral Desk

Piloted

Real Estate Prospecting & Revenue Platform · TypeScript, Next.js, PostgreSQL, Supabase RLS

- Built and piloted a GTM platform that influenced ~\$10K in written premium across policies closed by two producers.
- Enforced tenant isolation and outreach rules in Postgres itself: RLS and triggers reject suppressed contacts, opt-outs, and sequence-limit violations before any send.

Classroom Narrative AI

Approved for use

Privacy-First K–12 Narrative Platform · TypeScript, Next.js, Supabase, PostgreSQL RLS, OpenAPI 3.1

- Took it from first build to approval for use in a Mountain View school district after formal district review.
- Designed the privacy architecture: student names never reach the server; every record is keyed to a random alias whose mapping stays on the teacher's own device.
- Per-school isolation in Postgres RLS, one policy per operation, plus an append-only audit log.
- Scoped OpenAPI 3.1 API, name-leak scanner, 336 automated checks across 26 files, all green.

Education & Licenses

University of California, Santa Barbara

B.A. Sociology, 2026; B.S. Psychological & Brain Sciences, Dec. 2026

Santa Barbara City College · California Licenses

A.A. Psychology, 2024 · Property & Casualty; Life & Health