

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
 - Prospecting
 - Consultative Selling

Key Achievements

Revenue Systems Built In-House: Built and piloted Referral Desk, a real estate prospecting platform that generated 20 qualified leads and contributed to approximately \$10K in written premium across policies closed by two producers.

Work Experience

Jada Thomas Griffith Farmers Insurance Agency
Account Executive

Cupertino, CA
May 2026 - Present

- Generated \$22K in new written premium during my first month from approximately \$150K–\$220K in quoted pipeline, built through outbound prospecting, consultative selling, referrals, and cross-sell opportunities.
- Own the client lifecycle from discovery and quoting through binding, onboarding, servicing, retention, renewals, and household expansion.
- Translate front-line sales workflow problems into system requirements for Referral Desk across lead qualification, routing, follow-up, consent, suppression, and revenue attribution.

JDG Marketing
Founder

Remote
Jun 2025 - Present

- Generated \$15K in revenue from 10 custom website engagements, owning the full sales cycle from prospecting and discovery through closing and delivery.
- Build websites, lead-generation systems, Meta Ads campaigns, and workflow automations for small businesses.
- Manage recurring client relationships while implementing customer-acquisition systems, Google Workspace, and AI-assisted workflow automation around each client's operating needs.

Cellular Sales / Verizon Authorized Retailer
Sales Representative

Goleta, CA
Oct 2023 - Jun 2025

- Averaged approximately \$30K in monthly mobile-device sales for nearly one year, generating \$300K+ in total sales through consultative selling and needs-based recommendations.
- Expanded accounts and drove retention through recurring service plans, subscriptions, upgrades, accessories, account reviews, issue resolution, and tailored technology recommendations.

Selected GTM Engineering Projects

Referral Desk
Real Estate Prospecting & Revenue Intelligence Platform

Piloted

- Built and piloted a GTM platform that generated 20 qualified real estate agent leads and contributed to approximately \$10K in written premium across policies closed by two insurance producers.
- Implemented the data pipeline from listing ingestion through deduplication, qualification, lead scoring, producer routing, human-reviewed outreach, relationship tracking, and revenue attribution.
- Enforced tenant isolation and outreach rules at the database layer using Postgres RLS and triggers, rejecting suppressed contacts, opt-outs, invalid lifecycle stages, and sequence-limit violations before execution, with immutable audit history and automated coverage for tenant security, routing, and suppression.

Stack: TypeScript, Next.js, SQL, PostgreSQL, Supabase, RLS, REST APIs, Webhooks, Vercel, Vitest, pgTAP, Playwright

Load Desk
HVAC Field Workflow & Calculation Platform

Built

- Reduced a 2-3 week outsourced Manual J process to a same-day field workflow covering measurement, structured data capture, load calculation, equipment sizing, and reporting.
- Separated probabilistic AI input parsing from deterministic load calculations so outputs remain reproducible, traceable, and auditable.

Stack: Node.js, JavaScript, SQLite, Vercel

PolicyPilot

Prototype

- Built and demonstrated a multi-channel quote follow-up workflow across email, SMS, and simulated voice, with buying-intent detection, live-agent escalation, and appointment booking under consent and pricing controls.