

Jonathan Pham

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EXPERIENCE

- GTM Engineer March 2026 – Present
SuperDial — voice AI for healthcare revenue cycle teams, Series B New York, NY
- Built the outbound systems behind 197 new outbound deals since March 2026, 28 past qualification (\$7.4M qualified pipeline), taking outbound deal creation from 52 in Q1 to 122 in Q2
 - Shipped 8 production apps on Next.js, Vercel, and Neon that SDRs, AEs, and leadership use daily: signal feed, dial-list engine, demo prep generator, conversion dashboard, SDR academy
 - Own the HubSpot data model and every bulk write to it: reassigned 217,069 accounts with a snapshot, review file, rollback log, and read-back verification, zero errors
 - Built the conference pipeline the team runs every event on: attendee list to ICP-classified target list, pre-event outreach, post-event follow-up, and deal source attribution in HubSpot
 - Document every system as an operating manual (per-project CLAUDE.md, specs with acceptance criteria, review gates) so any engineer or coding agent can pick it up cold
- Founding GTM Engineer May 2025 – May 2026
Squib — AI social media platform for marketing agencies New York, NY
- Generated \$1M+ in pipeline from 100K+ qualified leads by designing the outbound infrastructure from scratch: sourcing, enrichment, and sequencing across 6 integrated platforms
 - Cut cost per qualified lead by 85% by replacing 90%+ of manual SDR work with automated enrichment, sequencing, and lead scoring
 - Turned 40+ customer interviews into product specs and GTM recommendations adopted by the founders
- Product Manager January 2024 – January 2025
LavaLab — USC's startup incubator Los Angeles, CA
- Shipped a contractor marketplace from zero in a 10-week accelerator cycle, leading a team of engineers and a designer through user interviews and weekly sprints
 - Won Best Pitch in the incubator class presenting to 200+ people including VCs
 - Mentored the next cohort's product managers on roadmaps, user interviews, sprint planning, and pitching
- Business Operations Intern May 2023 – August 2023
Plae — kids' footwear brand San Francisco, CA
- Uncovered \$45K+ in fraudulent vendor charges and a 20% logistics cost reduction by analyzing billing and shipment data and benchmarking vendors

EDUCATION

- University of Southern California, Marshall School of Business Los Angeles, CA
Bachelor of Science in Business Administration, Emphasis in Computer Programming August 2022 – May 2026
- Magna Cum Laude, GPA 3.74, Dean's Scholarship

PROJECTS

- Dialantir | Next.js, Vercel, Neon, HubSpot API, Claude
- Signal feed that scores competitor-post engagement and website visits against the ICP and lets a rep enroll the enriched contact into a HubSpot sequence in one click, with no CRM write until the rep acts
- Daily Dial-List Engine | Python, HubSpot API, Clay, Apollo
- Nightly job that builds each SDR's call list through seven ordered gates, verifies each contact still works there, enriches replacements through Clay with identity checks, and writes the cleaned data back to HubSpot
- Demo Prep Generator | Next.js, Vercel, Nooks, Apollo, python-pptx
- Takes a company name and returns an AE prep sheet plus a demo deck in the prospect's branding, pulling the SDR's booking-call summary, the HubSpot record, and the web

TECHNICAL SKILLS

Languages: TypeScript, Python, SQL (PostgreSQL), JavaScript
Frameworks & Tools: Next.js, React, Node.js, Vercel, Neon, Claude Code, Claude/OpenAI APIs, Vitest, REST APIs
GTM Stack: HubSpot, Clay, Apollo, LinkedIn Sales Navigator, Instantly, HeyReach, Apify, Firecrawl, n8n, Zapier, Slack apps
Other Interests: Running, weight lifting, DJing, cooking, Legos, Catan, basketball