

# JACOB RAMOS

GTM Builder · Revenue Closer · AI-Workflow Engineer

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Full-cycle revenue operator who builds the automation and closes the deal. Four years closing 50–70 auto transactions a month on Cox Automotive tooling; now founder of a five-product, AI-first civic-tech portfolio built on Claude agent workflows, webhooks, and instrumented funnels. I don't just pitch the pipeline — I wire it, measure it, and sell what it proves.

## EXPERIENCE

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### Founder — Open Civic Intelligence Ventures (Open-CIV) Saint Paul, MN · Dec 2025 – Present

- Build and operate five live products AI-first: multi-agent Claude workflows with structured-output schemas, custom skills, and MCP servers run research, audits, and feature delivery end to end; light hands-on with n8n/Make/Zapier patterns (nodes, webhooks, data mapping) — my depth is one layer lower, in the custom pipelines those tools wrap.
- Shipped the St. Paul Skyway Map solo in 2 months (41,000+ lines of code, 55 API routes): 3,100+ active users and 38K tracked GA4 events last quarter, entirely organic.
- Engineered end-to-end attribution automation: QR scan → webhook edge function → analytics events → dynamic redirect; GA4 event instrumentation across newsletter (600+ opt-ins), petition, beta, and business-claim funnels.
- Run consultative, multi-stakeholder B2G deals: discovery with city council offices and downtown organizations, pilot proposals, capability statements, and revenue models delivered to the City of Saint Paul; foot-traffic data pilot in market.
- Operate a live IoT sensor network (AI cameras + BLE) feeding dashboards with anomaly detection and an explicit data-provenance framework — pipelines a CRO can trust.

### Financial Services Leader → Finance Manager — Automotive Retail Tampa, FL & Minneapolis, MN · Jan 2021 – May 2025

*Morgan Auto Group · Morrie's 394 Hyundai · BMW of Minnetonka*

- Led a sales team of eight at Morgan Auto Group (Jan 2021 – Jun 2024), owning internet-lead distribution through delivery: 50–70 deals closed monthly at \$500k–\$600k volume, \$2,800 PVR, 60% service-contract penetration.
- Top 3% of 60+ salespeople; twice awarded “Top Salesperson.” Then Finance Manager at Morrie's 394 Hyundai (Oct 2024 – Apr 2025) and BMW of Minnetonka (Mar – May 2025): 40+ funded deals/month, \$2,250 back-end per vehicle at BMW.
- Built my own demand engine — Test Drive Tampa: a self-made YouTube → booking-site funnel generating appointments beyond dealer-provided leads.
- Daily power user of the Cox Automotive CRM/DMS/F&I ecosystem.

### Campaigns, Consulting & Client Services DC / NY / VA / FL · 2016 – 2021

- Campaign manager & organizer: email programs to 5,000+ at 92% open rate, \$2,000 raised per send; led 200+ volunteers on a Tampa council race (\$50k+ raised); 79,160-door field op that helped flip a VA house seat by 27 votes. Marketing Director, Allegra (+40% sales, +30% efficiency); Sr. PM, DC communications firm; Ops Manager leading 20 staff (NYC).

## SKILLS

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**AI & LLM workflows:** Claude (expert, daily since early 2025) — agent orchestration, MCP servers, custom skills, structured-output evals, prompt design; n8n/Make/Zapier (working familiarity)

**Automation & data:** Webhooks, REST APIs, Supabase/Postgres, SQL, edge functions, cron, GA4, Stripe, Resend

**GTM & CRM:** Salesforce/HubSpot; Cox Automotive stack (VinSolutions-class CRM, DMS, F&I); VoteBuilder

**Engineering:** TypeScript/JavaScript, React 19 / Next.js 16, Swift (native iOS), 11 years of web development

## EDUCATION

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The George Washington University — Elliott School of International Affairs, Washington, D.C. (2015–2017)