

# Jake Gandara

## Builder, Marketer, & Operator.

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### Professional Summary

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Eight years inside digital businesses across acquisition, product, operations, and AI workflows. Managed **\$220K+** in Meta ad spend, built a D2C subscription business to **\$738K** in sales and **\$25K+ MRR**, and designed **500+** direct-response funnels inside a **\$10M+** revenue operation. Currently building production AI automation systems and targeting marketing operations, growth, AI automation, and AE roles at US-based tech companies.

### Work Experience

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#### American Recipes Association

Founder | September 2024 - May 2026

- Founded and ran a D2C subscription business from zero, building every layer solo: product selection, offer architecture, paid acquisition, subscription backend, fulfillment, and analytics. Reached **\$738,296** in Shopify sales across **39,565** orders with a **70.24%** returning customer rate and **70K+** contacts.
- Managed **\$220,290** in Meta ad spend end to end, producing **12,247** tracked purchases at a **\$17.99** average CPA across 6.0M impressions and 288K link clicks.
- Scaled from zero to **699 active Stripe subscriptions** across three continuity products, reaching **\$25,029** in MRR at peak.
- Designed a multi-step ClickFunnels path with lead magnet, shipping offer, order bumps, upsells, and post-purchase flows; owned all analytics across Shopify, Stripe, and ClickFunnels.
- Wound down in May 2026 to pursue higher-leverage opportunities.

[View work samples - www.jakegandara.com/portfolio/american-recipes](http://www.jakegandara.com/portfolio/american-recipes)

#### JKW Enterprises / Patriot Publications

Marketing & Revenue Operations | February 2018 - September 2024

- Early hire who built the e-commerce and digital marketing engine inside a **\$10M+** digital publishing business from no existing infrastructure.
- Designed and launched **500+** direct-response funnels for product launches, promotions, and customer acquisition.
- Built the affiliate program from scratch; partners have generated **\$2.5M+** in revenue since 2019 across outreach, onboarding, and performance tracking.
- Forecasted and sourced **\$3M+** in customized products, managing supplier relationships, pricing, and fulfillment.
- Hired and trained a **6-person team**, built SOPs and video training libraries, and managed the full marketing stack across e-commerce, email, creative, and launches.

#### Pulpit Engine

Founder | 2026 - Present

- Building an open-source AI pipeline that turns sermon recordings into scheduled, captioned social content with zero manual steps from upload to published Reel.
- Connecting n8n orchestration, AssemblyAI transcription, Claude for clip selection and captions, FFmpeg on Railway, Submagic caption overlay, Facebook Pages API scheduling, and SendGrid pastor briefings - all shipped using Claude Code and Codex-style agentic tools.
- Open-sourced so churches that cannot afford managed software can self-host the full workflow.

[View work samples - www.jakegandara.com/portfolio/pulpit-engine](http://www.jakegandara.com/portfolio/pulpit-engine)

## Case Studies

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### American Recipes (Case Study) - Starting and scaling a D2C subscription business

[View work samples - www.jakegandara.com/portfolio/american-recipes](http://www.jakegandara.com/portfolio/american-recipes)

- Started with my own capital at risk and no existing brand; built and operated every layer of the business solo from Meta Ads and funnels through subscriptions, fulfillment, and analytics.
- Managed **\$220K+** in personal Meta ad spend, iterating creative strategy and CPA management until unit economics worked at scale.
- Built a multi-step ClickFunnels funnel, stood up Shopify and Stripe for three continuity products, and owned all analytics across CPA, subscription cohorts, LTV, and funnel conversion.
- End result: **\$738,296** in sales, **39,565** orders, **70.24%** return rate, **12,247** Meta purchases at **\$17.99** CPA, **699** active subscriptions, **\$25,029** MRR.

### Pulpit Engine (Case Study) - AI pipeline for church content automation

- Churches produce weekly sermons but lack the staff to repurpose them; I built a fully automated open-source pipeline that handles the entire workflow without human involvement after upload.
- Wired together n8n, AssemblyAI, Claude, FFmpeg, Submagic, Facebook Pages API, and SendGrid using Claude Code and Codex-style agentic tools - no backend engineers required.
- Pipeline is live in production on Railway, deployed for churches that cannot afford managed software, with the full codebase open-sourced on GitHub.

[View work samples - www.jakegandara.com/portfolio/pulpit-engine](http://www.jakegandara.com/portfolio/pulpit-engine)

## Education

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### University of Central Oklahoma

BBA in Marketing, Minor in Sales | 2013 - 2017

Winner, UCO Professional Sales Competition 2017. [Four-time team captain, UCO football.](#)

## Skills

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**AI:** Claude, Claude Code, Claude Cowork, Codex, Hermes, Obsidian, ChatGPT, AssemblyAI, Midjourney, ElevenLabs

**Marketing:** Meta Ads, Google Ads, TikTok Ads, ClickFunnels, Klaviyo

**Commerce:** Shopify, Stripe, affiliate networks, direct-response funnels, subscription backends

**Infrastructure:** n8n, Railway, Vercel, Supabase, GitHub, SendGrid, Facebook Pages API, FFmpeg, Submagic, Adobe Premiere Pro, Adobe Photoshop, Canva

**Operating:** Revenue operations, funnel architecture, offer development, subscription and retention, affiliate management, paid acquisition, SOP development, team hiring and training, product sourcing, conversion optimization, analytics

## Core Competencies

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Paid Acquisition

AI Workflow Automation

Revenue Operations

Funnel Architecture

Subscription & Retention

Marketing Systems

Affiliate Management

Offer Development

Operations & Process

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