

Jacob Mohan

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SUMMARY

GTM Engineer specializing in AI-driven revenue and automation systems. Designs and deploys end-to-end GTM workflows across lead capture, enrichment, segmentation, and conversion using LLM agents and API-driven pipelines. Background in search evaluation and model training, with a systems-focused approach to producing reliable, high-impact pipeline and revenue outcomes.

EXPERIENCE

Tendem AI, Remote

Jan 2026 – Present

GTM Engineer | AI Automation & Revenue Systems

- Built AI-driven GTM systems across CRM, segmentation, and multi-channel workflows, structuring pipeline from acquisition through conversion
- Developed automated marketing and sales motions using agentic systems, improving engagement, targeting precision, and pipeline consistency

RWS Group, Remote

Aug 2024 – Present

Search Quality & Ranking Evaluation Specialist

- Evaluated search results using Needs Met and Page Quality frameworks, assessing content relevance, authority, and alignment with user intent
- Audited site trust signals and content quality across domains, maintaining ~90% evaluation accuracy under standardized ranking guidelines

Outlier Scale AI, Remote

Jan 2022 – Jan 2025

LLM Evaluation & Model Alignment Specialist

- Evaluated and generated training data across chat, RAG, and multimodal systems to improve LLM reasoning, factual accuracy, and output reliability
- Applied structured evaluation methods (Likert scoring, red teaming, constraints) to identify failure modes and refine model behavior

PROJECTS

AI-Driven GTM System (Valhallan Esports St. Johns) – Designed and deployed AI-driven GTM system across landing pages, email campaigns, and multi-touch workflows to drive subscriber growth. Built segmentation, messaging, and content pipelines, increasing subscriber conversion ~30% and reducing onboarding time ~60%

[GTM Automation Engine \(A/B Testing & Revenue Optimization System\)](#) – AI lead sourcing, enrichment, and automated outreach with deterministic A/B testing and real-time engagement tracking. Designed cost-aware pipeline optimizing CAC and LTV through segmentation, variant testing, and CRM-integrated analytics

SKILLS

GTM Systems: HubSpot, MailerLite API, n8n, CRM workflows, lead sourcing & enrichment, segmentation, A/B testing, campaign analytics

AI Systems: Gemini API, OpenAI/Codex, Claude, LLM agents, prompt design, RAG, model evaluation, APIs, webhooks

Engineering: Python, JavaScript, SQL, Node.js, Next.js, React, Supabase, SQLite, scraping (BeautifulSoup, Playwright), Vercel, ffmpeg