

# Jonathan A. Smith

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## EDUCATION

### University of Southern California

*Incoming Transfer — Business Administration (B.S.), Minor in Business Analytics*

Los Angeles, CA

*Starting Jan. 2027*

### Northeastern University

*B.S. Business Administration & Computer Science*

London, UK

*Sep. 2025 – Present*

- First year completed in the London Scholars Program; enrolled through Fall 2026

### Bellevue High School

*DECA State Qualifier (2022–2024) · AP Scholar with Distinction (2024, 2025)*

Bellevue, WA

*Graduated June 2025*

## EXPERIENCE

### Kipsu

*Sales Strategy Intern — B2B Customer-Engagement SaaS*

June 2026 – Present

*Remote (Minneapolis, MN)*

- Built a prospect database of 3,026 U.S. hospitals from public CMS data for the company's healthcare-vertical expansion, scoring every account on HCAHPS patient-experience domains, competitor presence, and estimated Value-Based Purchasing dollars at stake to rank accounts by revenue opportunity
- Built AI agents to automate account research — surfacing recent leadership changes at target hospitals and other buying signals — helping the sales team focus outreach on the highest-potential customers
- Designed an ROI forecast model and sales workbook quantifying product impact for hospital buyers, structured to swap forecast assumptions for real post-implementation survey data
- Delivered an executive sales-strategy deck, Top-30 target-account dossiers, a competitive brief, and a hospital sales playbook to sales leadership

### Benetti Clothing

*Founder & CEO*

Jan. 2023 – Present

*Bellevue, WA*

- Built a direct-to-consumer menswear brand for Gen Z consumers from the ground up; own customer acquisition, pricing, and P&L end to end ([benetticlo.com](https://benetticlo.com))
- Track acquisition-channel and conversion performance to decide where to focus marketing spend, iterating campaigns based on what the data shows
- Built the supply chain from scratch: sourced raw cotton, cashmere, and silk producers internationally, contracted yarn-spinning and knitting factories in China, and managed overseas shipping logistics — forging every partner relationship directly

## PROJECTS

### Conductor | Python, SQL, XGBoost, Apple Foundation Models, Node.js/TypeScript, Google Cloud, AWS Jan. 2026 – Present

- Solo-built a premium iOS train-tracking product for UK commuters; engineered a data pipeline processing 352,000 National Rail timetable services and 4M+ stops daily
- Trained a server-side XGBoost delay-prediction model on 192,000+ daily train observations
- Built ticket import using Apple's on-device Foundation Models and camera text recognition, parsing tickets from 50+ rail operators into clean, structured journey data — an LLM-powered data-quality pipeline

### CLYQ | SwiftUI, Firebase

Sep. 2025 – Present

- Co-founded a social nightlife-discovery iOS app as CTO; defined the product roadmap and go-to-market strategy, and built the full stack (10,000+ lines of Swift) through a private TestFlight beta

## SKILLS & HONORS

**Analytics & Data:** SQL (PostgreSQL), Python, Excel / Google Sheets, data-pipeline design, XGBoost

**AI Tools:** Claude API, OpenAI API, AI agent building, prompt engineering, Claude Code, Cursor, Apple Foundation Models

**Business:** D2C customer acquisition, P&L ownership, go-to-market planning, sales enablement & account research

**Honors:** 425 Business “30 Under 30” (2022) · AP Scholar with Distinction · DECA State Qualifier (2022–2024)