

# Jonathan Pufall

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Driven by a deep passion for storytelling, I aim to make a meaningful impact through the intersection of entertainment, entrepreneurship, and technology. Combining the strategic mindset of a business leader with the artistic vision of an actor, I seek to inspire others by leveraging my creativity and collaborative leadership style to create innovative solutions and foster positive change.

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## Education

### University of Wisconsin-Madison

Degree: Bachelor of Business Administration

Major: Finance, Investment, and Banking

Minor: Theater and Drama

GPA: 3.87 / 4.00 (Dean's List, twice recognized)

Madison, WI

September 2023 – May 2027

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## Experience

### EcoWash

Divisional Manager

Chicago, IL

April 2024 – August 2024

- Created and established a new division of a home exterior maintenance company to expand the business into new regions within the greater Chicago Area; managed all finance and accounting for the division, providing weekly financial reports
- Designed and executed a comprehensive marketing strategy, generating over 250 leads, converting 50 clients, and increasing brand visibility through targeted digital and offline campaigns
- Crafted extensive project proposals and estimates totaling \$500,000 to high-profile property management firms
- Recruited and managed a team of three full-time employees, overseeing operations for over 50 projects, ensuring timely and high-quality execution while maintaining client satisfaction and meeting key performance metrics

### University Recreation and Wellbeing

Aquatics Supervisor

Madison, WI

December 2023 – Present

- Support the successful execution of NCAA swim/dive meets and other major competitive events by working closely with coaches and event coordinators
- Oversee the daily operations of a team of up to eight lifeguards, effectively resolving scheduling conflicts and upholding strict safety compliance in line with university and state regulations
- Promote community engagement by organizing and supervising diverse aquatic programs, including water fitness classes and aquatic sports tournaments, driving participation and positive feedback from attendees

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## Involvement

### UW-Madison Department of Theater and Drama

Actor

Madison, WI

September 2023 – Present

- Cast as Melchior, the lead role in UW-Madison's 2025 mainstage production of Spring Awakening, a critically acclaimed musical exploring themes of adolescence, identity, and self-discovery
- Work alongside professional creative teams, including directors, choreographers, and stage managers, to deliver engaging and authentic portrayals while fostering a cohesive and supportive environment for the entire cast and crew
- Develop exceptional vocal and acting skills, stage presence, and the ability to connect with audiences on an emotional level

### WUD (Wisconsin Union Directorate) Music

Committee Member

Madison, WI

February 2024 – Present

- Collaborate with a dynamic team to book, promote, and coordinate live performances at multiple concert venues in Madison, ensuring seamless execution of weekend events
- Negotiate contracts and pricing with booking agents and artists, forming strong professional relationships while maintaining budget adherence and maximizing audience engagement
- Assist in marketing and graphic design efforts to increase event visibility, helping grow event attendance by optimizing social media outreach and on-campus promotions

### UW-Madison Finance and Investment Society

Active Member

Madison, WI

January 2024 – Present

- Actively participate in speaker events, workshops, and professional development activities, deepening understanding of financial markets, investment strategies, and business trends
- Engage in community service events aimed at enriching the Madison community, strengthening a culture of giving back and creating a positive impact beyond campus

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## Skills and Certifications

Certifications: CSWA (Certified SolidWorks Associate in Mechanical Design) / Red Cross Professional Lifeguarding CPR/AED/First Aid  
Technical Skills: Web Development, Unreal Engine, Ableton Live, Java (Proficient), Microsoft Office Suite (Experienced)