JASON CERF

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PROFESSIONAL EXPERIENCE

Founder 2026–Present
Agentify

- Built and launched personalized voice-first general AI agents that users can call, text, or email, with multi-provider LLM routing and per-client context and memory management
- Built custom agents tailored to each business client's needs, including a functioning Slack agent that helps run their operations
- Piloted Agentify with consumer signups and user testing

Founder 2024–Present
Driftwood Digital

- Built a conversion funnel for companies needing web services and owned the full sales cycle from prospecting and discovery through close, converting one in three leads and closing 50+ clients
- Delivered high-quality websites, SEO, social media management, and custom tools and integrations for client businesses
- Scaled client and customer service operations using AI tools and agents, including a custom AI-powered support system
- Grew accounts through upselling and recurring hosting and maintenance

Founder 2019–Present
SubmitMusic.io

- Pitched a unique music business model to the market and drove adoption by thousands of creators worldwide, acquiring and distributing a catalog of 200,000+ recordings
- Scaled SubmitMusic from 0 to 1, owning every function from recruiting, hiring, and team management to development, sales, negotiation, data and operations, catalog management, and marketing
- Sourced and closed large distribution partner deals, including B2B agreements with AudioSalad and Nuemeta
- Managed a team of 10 employees through the go-to-market and launch of the SubmitMusic platform
- Built catalog distribution workflows, including automated rights agreements, partner delivery pipelines, royalty reporting, and invoicing

Business Development Manager 2015–2018
Songtrust, Downtown Music Publishing

- Worked a pipeline of thousands of leads in HubSpot, running outbound prospecting and inbound qualification as Songtrust grew from 1,200 to 100,000+ users
- Sourced and closed the B2B partnership that made Songtrust the publishing administration partner for DistroKid, the biggest publishing deal by volume in music industry history
- Grew with the company from a small early-stage team to 60+ employees
- Sourced and signed thousands of publishing deals from inbound and outbound leads, traveling to meet clients one-on-one and close high-value deals; owned high-touch partnerships with large publishers and labels, including CD Baby, then its largest client
- Publicly spoke at the Folk Alliance International Conference and to music business students at Loyola University New Orleans; attended SXSW for relationship building, partnering, and networking; gave interviews with industry figures
- Personally onboarded the Bruce Springsteen, Benny Blanco, Chet Baker, and Tupac catalogs

SKILLS

Spanish · Prompt engineering · Agentic systems · Automation · HubSpot · Salesforce
Outbound prospecting · Lead management · Lead qualification · Pipeline generation · Negotiation & closing
B2B partnerships · Account management & client success · Networking · Public speaking · Writing & communication

EDUCATION

Kenyon College — Bachelor’s in Music & Philosophy · Berklee College of Music — Music
Dartmouth College — Business · London School of Economics — Economics