

David Clarke

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Systems and data-operations engineer who builds and troubleshoots AI-assisted automations and the infrastructure that wires tools together and keeps them reliable. Works fluently with LLM APIs, SQL, and AI-assisted tooling to ship real solutions fast, and picks up new platforms quickly. Backed by experience leading rigorous financial analysis and building internal systems across teams.

HIGHLIGHTS

- Built an AI-native workflow with tool-calling, confirm-and-undo guardrails, and an eval harness (55 cases) that drove data-backed model routing across Anthropic and OpenAI (Kitchn Pro).
- Built and maintained integrations across a multi-system GTM stack (Meta CAPI → Supabase → HubSpot), including automated error-detection and retry logic to keep data flowing cleanly between systems without silent failures.
- Shadowed clients on-site to discover problems and inefficiencies. Drove product and workflow changes, including a payment workflow that recovered revenue leaking off-platform.

FEATURED PROJECT

- Kitchn Pro (2026, shipping August): Built an AI-native iOS app end to end. Uses a tool-calling assistant that classifies intent and executes actions with confirm-and-undo guardrails, conversational routine extraction from natural-language eating habits, and grocery receipt-vision scanning. Built an eval harness (55 golden cases) and a model-agnostic provider layer; tested the suite across Anthropic and OpenAI to drive data-backed model routing by task.

EXPERIENCE

Legal GTM Systems and Software Development — Independent | Bay Area, CA AUG 2025 – Present

- Built and managed the GTM systems for a national client-acquisition campaign processing 2000+ qualified leads and \$60K/month in ad spend. Responsible for landing page lead capture, form to CRM data flow, partner firm API integration, and routine reconciliation across systems.
- Used AI-tooling to build automated error detection and retry logic with daily summaries of errors and resolutions.
- Wrote SQL (via Supabase/Postgres) and Python scripts to clean and validate campaign data feeding the reporting dashboards and intake automations. Isolated root causes within the codebase and engineered fixes for production.
- Build and maintain automated lead-routing and lifecycle workflows (Meta → Zapier → Lawmatics CRM) with custom fields and nurture logic that move leads from capture to signed retainer.

Go-to-Market Strategy & Data Operations — Instacoach | San Mateo, CA DEC 2023 – AUG 2025

- Worked on the ground to gather client feedback for a sports-coaching marketplace. Shadowed lessons on-site and traveled nationally to meet coaches in-person to discover problems and inefficiencies, then organized it into a system used to surface recurring problems and prioritize solutions.
- Converted field feedback into shipped product and process changes end-to-end. Designed a Stripe-based checkout workaround that let coaches facilitate last-minute payments on-platform, recovering revenue that was leaking off-platform.
- Built Excel tracking systems for client trends, attribution, and revenue, and contributed to early-stage growth, going from \$10K/month - \$100K/month in GBV in a high-ownership environment.

Sales Compensation Analyst — WalkMe | San Francisco, CA JULY 2021 – MARCH 2023

- Led a successful three-day external audit with Ernst & Young, validating all 2022 commission calculations and processes.
- Managed and analyzed \$60M+ in annual commission payments for over 200 sales representatives with 100% compliance.
- Led the sales comp team's analysis and owned communication with sales leadership on monthly/quarterly/annual financials.
- Partnered with software engineers to debug and enhance internal compensation tools, improving calculation accuracy.

EDUCATION

The University of Chicago — B.S. Economics JUNE 2021

Focus: Financial Accounting, Statistical Methods and Applications, Econometrics, Managerial Decision Making

The University of Pennsylvania — Full Stack Web Development Certificate JUNE 2023

Focus: JavaScript, NodeJS, ExpressJS, React, MySQL, and MongoDB.

SKILLS

Tools & Analysis: Zapier (Automation platforms), Salesforce (data/reporting), Cursor AI, Excel/Google Sheets, CRM automation

Technical: Node, TypeScript, JavaScript, SQL, Express, React, HTML/CSS, API Integration, LLM APIs

ATHLETICS

Baseball, Pitcher — Oakland Ballers (Professional, MLB Partner League), University of Chicago (College, 4 years)

- UChicago – Hold the school record for single-season and career saves.