Chicago, IL
JoeScharnweber@gmail.com
linkedin.com/in/joseph-scharnweber
joescharnweber.com

Joe Scharnweber

SALES · CRM · AI AUTOMATION

Operator who builds the systems behind revenue: sales process, CRM and AI automation. Built and sold two businesses, tripled a gym's revenue from $180K to $550K, and built an AI-assisted follow-up workflow now used across an SDR team. MBA candidate in Finance & Real Estate with an AI Management & Strategy emphasis at DePaul.

EXPERIENCE

Kenko AI — Sep 2026 – Present · Remote
Sales Development Representative

- Recognized by leadership as a top-performing SDR within the first months on the team
- Independently built an AI-assisted follow-up workflow with Claude that leadership adopted as the standard across the SDR team
- Partner with leadership to standardize sales processes and create training resources for team-wide rollout

Wolters Kluwer (CT Corporation) — Mar 2026 – Sep 2026 · Chicago, IL
Customer Success Associate

- Supported leading U.S. law firms and enterprise legal teams with entity formation, registered agent services and compliance in all 50 states
- Exceeded satisfaction, productivity, quality and resolution targets within months; managed 11 to 25 client requests a day
- Selected to train and mentor new associates on Salesforce, compliance procedures and internal workflows

Stratum Fitness — 2020 – 2025 · San Diego, CA
Owner, Head of Sales & Marketing

- Grew membership 300% and tripled revenue from $180K to $550K, then led the business to a successful sale in 2025
- Built a data-driven lead pipeline and multi-channel campaigns across email, social and events; ran Everfit workflows to track activity, forecast revenue and prioritize follow-ups
- Hired, managed and mentored a team of 8 coaches serving 165+ members, from D1 and pro athletes to older adults

Diamond Entertainment — 2016 – 2023 · San Diego, CA
Founder & Owner, Head of Sales and Event Production

- Grew a one-person side hustle into a multi-city wedding and event company running 150+ events a year; exited in 2023
- Owned the full sales cycle and ran CRM workflows to track deal stages, automate follow-ups and forecast revenue
- Recruited, trained and led a roster of 10 DJs, musicians and event staff

Accelerate Marketing — 2017 – 2018 · San Diego, CA
Drift & Facebook Ads Specialist

- Ran end-to-end Facebook ad campaigns and built Drift conversational playbooks that qualified leads into pipeline

Alvarado Parkway Institute — 2016 – 2017 · La Mesa, CA
Music Therapist (Board Certified)

EDUCATION

DePaul University — Expected 2028 · Chicago, IL
MBA, Finance & Real Estate · AI Management & Strategy (AIMS) emphasis

University of Iowa — 2016 · Iowa City, IA
BA, Music Therapy

CERTIFICATIONS

- Salesforce Certified Platform Administrator
- AWS Certified Cloud Practitioner
- Harvard CS50
- Salesforce Marketing Cloud Engagement Foundations
- IBM Full Stack Software Developer
- NSCA CSCS · CrossFit L1 & L2 · USAW

SKILLS & TOOLS

Sales & CRM: Salesforce, HubSpot, Nooks, Everfit, pipeline forecasting, consultative selling, customer lifecycle management
Marketing & automation: Salesforce Marketing Cloud, Drift, Facebook Ads, email and social campaigns, A/B testing
AI & code: Claude and the Claude API, AI workflow design, JavaScript, React, Python, AWS, Supabase
Leadership: hiring and coaching, process design, training and enablement, KPI tracking