Gavin Nater

gmnater@gmail.com | Austin, Texas | (512) 633-1531 | www.linkedin.com/in/gavin-nater-8b3912113

PROFESSIONAL SUMMARY

Full-cycle sales and business development operator with nearly 4 years in B2B performance marketing; personally handled outbound prospecting, cold discovery, referrals, negotiation and closing through ongoing account growth. Co-founded and scaled Funk Zone Media, a startup, from zero to more than $9M in company revenue; now a full-time co-founder of Authentically, a startup for schools heading into its first beta.

PROFESSIONAL EXPERIENCE

Authentically May 2026 - Present

Co-Founder | Austin, TX

- Co-founded Authentically, a startup building writing-process evidence and review workflows for schools; full time since May 2026.
- Lead the product's technical side, building most of the app through AI-assisted development, and serve as second on business development.
- A school has committed to a beta this winter; will lead school contract conversations and serve as the schools' main technical contact.

Independent projects Feb 2026 - Present

Independent Builder | Remote

- Building a lead-consent evidence platform to replace a former lead-generation client's TrustedForm Insights spend (about 40,000 certificates/month); live-site pilot in preparation.
- Run a Proxmox homelab with local LLMs on an RTX Pro 6000 that has served over 10 billion tokens.

Funk Zone Media (Startup) Aug 2023 - Jan 2026

Co-Founder & Operations Lead | Austin, TX (Remote)

- Co-founded and scaled Funk Zone Media, a performance-marketing company serving law firms and insurance agencies, from zero to more than $9M in company revenue.
- Negotiated law-firm prepayments of $5,000 to $300,000, setting case volumes, prices and delivery periods; returned to clients with cost-per-case and delivery-speed analysis to support repeat purchases.
- Grew the largest law-firm client, introduced through a buyer referral, from initial prepayments of about $10,000 to $15,000 to individual prepayments as large as $300,000 as delivery volume increased.
- Helped a health-insurance lead publisher enter motor vehicle accident lead generation, reviewing its intake and compliance workflow and supporting integration; added ~$20,000 in stable monthly revenue.

PALO May 2022 - Aug 2023

Affiliate Program Manager | Santa Barbara, CA (Remote)

- Developed publisher relationships that generated more than $10M in total revenue at PALO, a pay-per-call and lead-generation company, among 70+ publisher and buyer partners.
- Held weekly performance reviews at PALO and Funk Zone Media with every partner above $10,000/month in revenue (10 to 50 at a time), using self-built reports to plan campaign growth.
- Designed a local GPU call transcription and analysis workflow handling up to 2,000 calls per day, matching transcripts to call logs, sentiment and buyer outcomes to review rep performance.
- Kept all of roughly 20 core PALO partners when starting Funk Zone Media: 100% continuity of that cohort.

CORE COMPETENCIES

Sales: Outbound Prospecting | Discovery | Negotiation | Account Growth

AI and Automation: AI Agents (Claude Code, Codex) | Zapier | Google Sheets Automation

CRM and Tools: HubSpot | Salesforce | Ringba

EDUCATION

The University of Texas at Austin | Economics major, Entrepreneurship minor 2018-2022

National Outdoor Leadership School (NOLS) | Leadership & Teamwork

INTERESTS

Backcountry camping, road trips, biking, NBA, homelabbing