

Jacob Gaehring

Zoho One Developer | Functional CRM Specialist

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PROFESSIONAL SUMMARY

Zoho One Developer with 6+ years of experience combining hands-on development with functional CRM solution design across the Zoho One suite. Skilled at translating business requirements into scalable workflows, modules, automations, integrations, and data solutions using Deluge, Zoho Creator, Zoho SDK, REST APIs, SQL, and Azure DevOps across requirements, build, testing, deployment, and support.

TECHNICAL SKILLS

- Zoho One Suite: CRM, Creator, Analytics, Flow, Forms, Desk, Campaigns, SalesIQ, PageSense, Canvas, Data Prep
 - Development & Integration: Deluge, Zoho SDK, REST APIs, Webhooks, JavaScript/TypeScript, Python
 - Functional CRM: Requirements Gathering, Process Mapping, Module Design, Workflow Design, User Stories, UAT
 - Data & Cloud: SQL, PostgreSQL, Supabase, BigQuery, Azure, Azure DevOps
 - Delivery: CRM Architecture, Data Migration, System Integration, Testing, Deployment, Stakeholder Support, Figma
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PROFESSIONAL EXPERIENCE

CRM Systems Administrator | Ad-Apt - Portland, OR Sep 2022 - Present

- Translated business requirements into Zoho CRM workflows, automations, module configurations, and integrations.
- Built Zoho SDK APIs to ingest QuickBooks invoices and create invoice, customer, and product records in Zoho CRM.
- Developed Deluge automations saving ~10 hours weekly; managed testing and delivery in Azure DevOps.

CRM Integration & Attribution Specialist | LeadsRx - Portland, OR May 2021 - Sep 2022

- Led enterprise onboarding by translating client tracking and CRM requirements into integrations across Salesforce, HubSpot, and Zoho CRM.
- Mapped fragmented OTT, podcast, broadcast, and digital data sources into closed-loop attribution and CRM reporting workflows.
- Partnered with engineering and client teams to troubleshoot pixel firing, CRM data sync, and integration issues.

CRM Systems Manager | Modofi - Miami, FL Jul 2019 - May 2021

- Led migration of legacy systems into Zoho CRM, defining data mappings, segmentation requirements, and process structure; improved data quality by 25%.
 - Designed automated Zoho Desk workflows, reducing inquiry response time from 48h to 18h.
 - Built stakeholder-facing reporting dashboards, reducing manual reporting effort by 12 hours monthly.
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EDUCATION & CERTIFICATIONS

Florida International University – Business Administration

Google Ads Search, Display, Video | Fundamentals of Digital Marketing