

J. Tyler Ray

I build the systems behind sales teams. CRM architecture, automations, reporting, and the custom tools that don't come out of the box. If it doesn't exist yet, I build it.

Remote. Available for full-time or project work.

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What I **actually** do

Most of what I build replaces one of two things: nothing at all, or something that quietly stopped working. Reps who don't log their calls. Dispositions that never sync. Leads that sit for hours before anyone touches them. A tag list nobody has pruned in two years. The work usually starts by making the invisible visible, then making sure it stays that way without anyone babysitting it.

I work across the whole stack rather than inside a single tool. The problem decides the tool, not the other way around — sometimes that's a CRM rebuild, sometimes an automation, sometimes a dashboard, and sometimes a piece of custom software that didn't exist until it needed to.

When the no-code tools run out of road, I **write code**. That's the line most operators can't cross, and it's where the durable systems get built — the ones that hold up under real volume instead of breaking the first busy week.

I'm not a coach or a sales trainer — I build the systems the people doing that job run on.

Stack

CRM

GoHighLevel, HubSpot

AUTOMATION

Zapier, Make, n8n, custom code

DATA

Airtable, Supabase, BigQuery, Looker Studio

COMMS & SCHEDULING

Slack, Calendly

BUILD

JavaScript, Claude & Claude Code, most documented APIs

The specific tools matter less than the fact that I learn whatever the company already runs.

Industries

High-ticket coaching offers across:

Real estate

Real estate investing

Short-term rental

UGC & influencer

ROI offers

Fitness

Projects

A working sample of what I've built, grouped by what it does.

► CRM architecture & data

Post-call disposition capture

Reps only logged the calls they remembered. Rebuilt the pipelines so every call gets logged, not just the memorable ones.

Tag architecture rebuild

An unmanaged tag list had become noise. Cut it down to a working set that actually drives automation and reporting.

Custom field & region structure

Inconsistent, duplicated records. Built custom field structures, region classification, and deduplication.

Data recovery

Dispositions had silently failed to sync. Recovered and backfilled them — closed-won deals included.

► Automation & integration

Calendly → Zapier → GoHighLevel → Airtable pipeline

No reliable path from booking to disposition. Built the whole disposition pipeline from scratch.

Slack disposition router

Calls disappeared into the CRM. Now every call posts to a channel, confirms in-thread when the form comes back, and sends each closer their outstanding list at end of day.

Missing-disposition chasing

Reps forgot to fill forms. Automated the follow-up on a timer.

Round-robin setter assignment

Uneven, manual lead distribution. Automated fair assignment.

Cancellation & reschedule handling

Calendar churn broke reporting. Built handling so the data stays clean.

Automations rewritten in JavaScript

No-code flows broke under volume. Rewrote them in code so they hold.

► **Reporting & visibility**

Owner-level metrics

No shared source of truth. Built per-rep and over-time reporting: booked, showed, closed, show rate, offer rate, close rate, cash collected.

Airtable performance tracking

Performance lived in people's heads. Made it a system.

BigQuery & Looker Studio dashboards

Data too big for spreadsheets. Moved it into warehouse-backed dashboards.

Slack leaderboards

Performance was invisible day to day. Surfaced it where the team already works.

Speed-to-lead measurement

Nobody knew how slow follow-up was. Measured it and cut it from hours to minutes.

► Call intelligence & quality

Sales integrity audit

Unknown gap between pitch and product. Measured what closers actually say against the offer and against what fulfillment delivers.

AI scoring on closing calls

Manual review didn't scale. Automated scoring so review time goes to the calls that need it.

Playbook adherence scoring

No way to see where a rep drifted. Scored calls against a master playbook.

Call intelligence platform

Built as a product: ingests recorded calls and writes structured notes, rubric scoring, and trend reporting back into the CRM.

► Tools for the team

Commission trackers

Payout math was manual and disputed. Built trackers for closers and for owners.

Closer scorecards

Feedback was subjective. Made performance legible per rep.

Offer reference kit

Reps improvised. Built an offer dictionary, avatar breakdowns, pricing strategy, and cheat sheets.

Setter tools

Built to spec for the setting team.

► **Process & fulfillment**

Client journey, onboarding through fulfillment

A company had no system in place. Built the full journey.

SOPs & process documentation

Knowledge lived in people. Documented process for closers and setters.

Slack workspace operations

Ran workspace operations for a multi-client delivery team.

Background

- Four years as a high-ticket closer.
 - Recruited 600+ candidates into the Cole Gordon / Closers.io pipeline.
 - Moved into sales operations.
 - Co-founded a sales technology company and built its call intelligence platform.
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Let's talk

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