

Jordan Rivera Graded
jordan.rivera@revops.co

ROLE
GTM Engineer

DATE
11 Mar 2026

TOTAL SCORE
78.4%



RECOMMENDATION: PROCEED WITH CAUTION

Jordan has solid foundational knowledge of CRM and outreach workflows but lacked depth on SEO strategy and data-driven decision making. Consider a follow-up technical screen focused on analytics before advancing.

STRENGTHS

- + Practical CRM hygiene approach with automation-first mindset
- + Strong understanding of cold outreach best practices and personalization
- + Good awareness of AI tools for lead research and enrichment

AREAS FOR IMPROVEMENT

- SEO knowledge was surface-level — missed technical SEO and link building strategy
- Did not discuss attribution modeling or campaign measurement frameworks
- Could be more specific about AI content quality control processes

TOPIC PERFORMANCE

CRM Management

88%

- + Automation-first approach, good dedup practices
- Didn't discuss reporting or forecasting

SEO

68%

- + Knows keyword research basics
- No technical SEO or backlink strategy

Email Outreach

85%

- + Practical tips on personalization at scale
- No mention of deliverability or warming

Lead Generation

74%

- + Understands multi-channel approach
- Vague on qualification criteria

Marketing Analytics

77%

- + Tracks conversion rates and pipeline
- No attribution model discussed

INTERVIEW TRANSCRIPT

Bot
Hey there, how are you? I'm your AI interviewer. Are you ready for the interview?

Jordan Rivera
Hey, doing great. Yeah, let's get into it.

Bot
Let's start with CRM. What's your approach to keeping a CRM clean and actually useful for the sales team?

 **Jordan Rivera**
Honestly, the biggest thing is making data entry easy so reps actually do it. I set up required fields at each pipeline stage, and automate what I can — like pulling in company info from Clearbit or enrichment tools so reps aren't manually typing addresses. Then I run a monthly dedup process and flag stale deals. If a deal hasn't moved in 30 days, it gets flagged automatically.

 **Bot**
Are you using any AI tools to help with that?

 **Jordan Rivera**
Yeah, actually. We use AI to score leads based on engagement signals — like email opens, page visits, form fills. It's way better than manual scoring because it picks up patterns humans miss. We also use AI to suggest next best actions for reps, like "this contact hasn't been touched in two weeks, send a check-in."

 **Bot**
Good. Let's talk about SEO. If you're launching a new product page, how do you think about getting it to rank?

 **Jordan Rivera**
I start with keyword research — usually with Ahrefs or SEMrush — to find terms with decent volume but not insane competition. Then it's about nailing the on-page basics: clear title tag, a meta description that makes people want to click, proper heading structure, and making sure the content actually answers what someone searching that term wants to know. Internal linking is underrated too — I always link from existing high-authority pages.

 **Bot**
How has AI changed the way you do SEO?

 **Jordan Rivera**
It's huge for content drafting and optimization. I use AI to generate first drafts and then edit heavily for tone and accuracy. It's also great for generating variations of title tags and meta descriptions to test. But you still need a human eye — Google's getting better at detecting thin AI content, so the bar for quality is actually higher now, not lower.

Full transcript available in the non-demo report
