

# Artash Arakelyan

## Expert Senior HubSpot Technologist, CEO of Incredio, Freelance Marketing and Sales Consultant

### SUMMARY

With over 12 years of experience, the engineer is a Growth Strategist and Marketing Automation Specialist with a strong foundational expertise in computer science, specializing in CRM and HubSpot technologies. Their portfolio includes the implementation of CRM systems, data-driven marketing strategies, and automation of multi-channel campaigns, with notable achievements in increasing operational efficiency, revenue, and company growth. This candidate is also versed in various programming methodologies, SDLC, and software development best practices.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Hubspot API, Marketing strategies, Data Scraping, QA Automation
<b>AI &amp; Machine Learning</b>	AWS SageMaker
<b>Data Analysis and Visualization Technologies</b>	Data Scraping, Decision Tree
<b>Databases &amp; Management Systems / ORM</b>	MS SQL Server Management Studio, relational databases
<b>Amazon Web Services</b>	AWS SageMaker
<b>Azure Cloud Services</b>	Microsoft Azure API
<b>Industry Domain Experience</b>	seo
<b>iOS Libraries and Tools</b>	Core Location
<b>SDK / API and Integrations</b>	Hubspot API, Microsoft Azure API, Twilio
<b>Project Management &amp; Administration</b>	Marketing strategies

<b>QA, Test Automation, Security</b>	QA Automation
<b>Soft Skills</b>	Research Skills
<b>Platforms</b>	SAAS
<b>Methodologies, Paradigms and Patterns</b>	TDD
<b>Other Technical Skills</b>	Social SDK

## WORK EXPERIENCE

### Senior HubSpot Technologist, HubSpot Onboarding, Migration, and Implementation

**Duration:** November 2024 - Present

**Summary:** Handled the onboarding, migration, and implementation of HubSpot solutions across various hubs and provided technical support and troubleshooting for clients.

**Responsibilities:** Lead and manage onboarding processes, perform HubSpot audits and optimizations, provide technical support, collaborate on strategy development, implement tailored solutions, stay updated with product developments, collaborate with customer success.

**Technologies:** HubSpot

### CEO, Corporate Growth and Process Optimization

**Duration:** November 2013 - Present

**Summary:** Led an organization from its inception, overseeing significant revenue growth and improving internal processes and efficiency, which resulted in revenue and team expansion.

**Responsibilities:** Implemented new processes to increase efficiency and decrease costs, developed company policies, reviewed financial statements, developed strategies for high performance, and improved productivity.

**Technologies:** Overall Business Technologies

### Freelance Consultant, Startup Companies Inception and Growth

**Duration:** October 2009 - Present

**Summary:** Executed comprehensive growth strategies and data-driven systems for startups, and provided strategic consulting services that encompassed business plan development and multi-channel marketing campaigns.

**Responsibilities:** Initiated startup launches, implemented growth strategies, provided consulting services, executed content marketing campaigns, oversaw lead generation, cultivated client portfolio.

**Technologies:** SEO, Paid Advertising, Social Media, Landing Page Optimization, Email Marketing

## **Hubspot Specialist And CRM Operations Manager, HubSpot Management and CRM Operations**

**Duration:** June 2024 - September 2024

**Summary:** Oversaw HubSpot system implementation and optimization, driving CRM operations and advancing marketing campaigns for Deluxe Holiday Homes and sister companies.

**Responsibilities:** Managed HubSpot, led CRM operations, strategized marketing campaigns, drove system implementation, enhanced team proficiency through training.

**Technologies:** HubSpot CRM, Make, Zapier, Twilio

## **Chief Growth Officer, Comprehensive Marketing Strategy Development**

**Duration:** May 2023 - December 2023

**Summary:** Drove marketing strategies leading to substantial increases in visitors, leads, revenue, and expansion into new markets while managing the sales, marketing, and customer support teams.

**Responsibilities:** Managed professional teams, developed marketing strategies, conducted market research, implemented Hubspot with personnel training, and accelerated new product launches.

**Technologies:** HubSpot

## **Co-founder and CEO, E-commerce Platform Growth**

**Duration:** November 2017 - November 2019

**Summary:** Directed the growth of Backtocart, a personalized notification platform, by leading product development and implementing strategies to optimize customer engagement and conversion rates.

**Responsibilities:** Lead product development and strategic planning, optimized customer engagement and conversion rate, managed professional team, and maintained client relationships.

**Technologies:** E-commerce Tools, CRO Tools

## **Sales Manager, Sales Growth and Client Relationship Management**

**Duration:** November 2012 - October 2013

**Summary:** Achieved a 70% increase in repeat business and referrals by improving client relationship-building and lead generation processes within the sales department.

**Responsibilities:** Enhanced new account development, built client relationships, developed presentations and proposals, implemented closing strategies, qualified leads.

**Technologies:** Sales Management Tools

## **Vice President Business Strategy, Community Development and Empowerment**

**Duration:** March 2012 - March 2013

**Summary:** Established a community-focused NGO, securing funding through grant proposals, and boosting its visibility and impact with diverse events and trainings.

**Responsibilities:** Wrote grant proposals, organized presentations and trainings, managed documentation, built media relationships, evaluated project impact.

**Technologies:** Project Management and Development Tools

## **Marketing Manager, Event Marketing and Media Engagement**

**Duration:** March 2011 - September 2012

**Summary:** Managed a LinkedIn group, orchestrated high-profile events, and increased media coverage through strategic marketing efforts.

**Responsibilities:** Managed LinkedIn group engagement, marketed events, wrote and distributed press releases, maintained media contacts, managed key dates for events.

**Technologies:** LinkedIn, Event Planning Tools, PR Tools

## **Freelance Consultant, Lead Generation Campaign**

**Duration:** October 2015 - Present

**Summary:** Successfully increased lead generation for a senior care SaaS company by employing effective growth strategies.

**Responsibilities:** Implemented growth strategies to enhance lead generation.

**Technologies:** SaaS Marketing Tools

## **Freelance Consultant, Traffic Enhancement Initiative**

**Duration:** September 2015 - Present

**Summary:** Contributed to a significant traffic boost for a fitness nutrition company through strategic marketing and growth initiatives.

**Responsibilities:** Devised growth strategies resulting in increased web traffic and market visibility.

**Technologies:** Digital Marketing Tools

## **EDUCATION**

- **Bachelors, Macroeconomics**

Graduated from Armenian State University of Economics with a GPA of 3.82 in 2012.

Not Provided

## **CERTIFICATION**

- **HubSpot Solutions Partner**

Certified in 2024.

Not Provided