

Artash Arakelyan

Expert Senior HubSpot Technologist, CEO of Incredo, 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

Main Technical Skills	Hubspot API, Marketing strategies, Data Scraping, QA Automation
AI & Machine Learning	AWS SageMaker
Data Analysis and Visualization Technologies	Data Scraping, Decision Tree
Databases & Management Systems / ORM	MS SQL Server Management Studio, relational databases
Amazon Web Services	AWS SageMaker
Azure Cloud Services	Microsoft Azure API
Industry Domain Experience	seo
iOS Libraries and Tools	Core Location
SDK / API and Integrations	Hubspot API, Microsoft Azure API, Twilio
Project Management & Administration	Marketing strategies
QA, Test Automation, Security	QA Automation
Soft Skills	Research Skills
Platforms	SAAS
Methodologies, Paradigms and Patterns	TDD

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