

Prince A.

Expert HubSpot CRM Implementation Specialist / Digital Marketing Manager

SUMMARY

- Skilled in end-to-end HubSpot deployment, including CRM setup, data migration, and user training.
- Deep knowledge of HubSpot's ecosystem and integrations with platforms like Salesforce, Marketo, Dynamics, SalesLoft, and ZoomInfo.
- Hands-on expertise with tools such as Google Analytics, Tableau, Zapier, and project management tools like Basecamp and Smartsheet.
- Extensive experience in designing custom workflows, automating sales and marketing processes, and optimizing HubSpot usage across teams.
- Proficient in building HubSpot dashboards, reporting pipelines, and creating actionable insights for decision-makers.
- Expertise in lead scoring, segmentation, and lifecycle stage management to enhance sales and marketing alignment.
- Proficient in creating advanced marketing automation strategies using HubSpot and other platforms like Salesforce and Marketo.
- Designed and implemented lead nurturing workflows, enabling seamless transitions from MQLs (Marketing Qualified Leads) to SQLs (Sales Qualified Leads).
- Expertise in email marketing campaigns, landing page optimization, and lifecycle marketing to enhance engagement and conversion rates.

TECHNICAL SKILLS

Main Technical Skills	HubSpot (5 yr.)
Salesforce Ecosystem	Google Ads (8 yr.), Salesforce
Social Media Marketing	Google Ads (8 yr.)
AI & Machine Learning	Neural Networks
Data Analysis and Visualization Technologies	Data Analysis (6 yr.), Google Analytics, Tableau
Cloud Platforms, Services & Computing	Zapier
Industry Domain Experience	seo (8 yr.)

SDK / API and Integrations	API (8 yr.)
Operating Systems	FreeBSD
Platforms	HubSpot (5 yr.), Salesforce
Collaboration, Task & Issue Tracking	IBM Rational ClearCase (8 yr.)
BlockChain and Decentralized Software	NFT
Project Management & Administration	Project Management (6 yr.)
Version Control	SVN
Other Technical Skills	PPC (8 yr.), Public Relations (8 yr.)

WORK EXPERIENCE

Head of B2B Marketing & SDR, B2B Marketing & SDR Leadership

October 2021 - Present

Summary: Generated significant revenue by leading cybersecurity training organization's marketing and SDR team efforts.

Responsibilities:

- Lead generation for SDRs
- Managed a team of 11 SDRs focused on converting the leads generated into pipelines and paid opportunities.
- Managing a team of SDRs to drive pipeline creation.
- PPC strategy, PPC campaign optimization, analyzing PPC performance against KPIs, and engaging with stakeholders from CEOs to Managers.
- SEO strategy, analysis, or optimization.
- Stakeholder engagement.
- Reporting and analytics.

Technologies: Hubspot, Salesforce, ZoomInfo, SalesLoft, Google Analytics, Tableau, Zapier.

Head of Marketing & Automation, Marketing & Automation Management

May 2017 - September 2021

Summary: Developed and implemented marketing strategies for various clients, leading to impressive campaign ROI.

Responsibilities:

- Defining customer acquisition strategies, marketing automation, CRM support, PPC and SEO strategies, content strategy, team management, reporting, and analytics.

- Marketing automation: Workflows, process building.
- CRM Support: Building landing pages, email templates, provisioning users, etc.
- PPC strategy, PPC campaign optimization, analyzing PPC performance against KPIs, and engaging with stakeholders from CEOs to Managers.
- SEO strategy, analysis, or optimization.
- Content strategy, analysis, or optimization.
- Working on any marketing channel that has been selected for a client.
- Stakeholder engagement
- Team management.
- Reporting and analytics.
- Managing a team of Business Development Specialists (BDR/SDRs).
- Working with clients to define the current state and future state and plan CRM deployment.

Technologies: Salesforce, Hubspot, Marketo, Dynamics, Salesloft, Zoho.

Head of Digital Marketing, E-commerce SaaS Marketing Growth

February 2015 - October 2017

Summary: Led digital marketing efforts contributing to Veeva's rapid growth and substantial increase in website traffic and customer acquisition.

Responsibilities:

- Customer acquisition through various marketing channels, data and marketing automation, analytics and reporting, managing a growing marketing team.
- Designed and built workflows supporting a team of 12 salespeople to convert leads to MQL (Marketing qualified leads), using task creation, Lead scoring ..etc in Hubspot.
- Built lead nurturing programs to nurture leads to converted customers.
- Designed, built, and promoted landing pages for SEO, PPC, eBooks & Webinars to increase the number of leads in the pipeline.
- Providing insights into marketing performance to CEO and wider company using tools such as Hubspot reporting, Google Analytics & Mixpanel.
- Responsible for customer acquisition using marketing channels such as Paid search (PPC), Organic search(SEO), Partners/Affiliates, Public Relations (PR), Email Marketing, Content Marketing, Webinars, eBooks, Events & Social Media.
- Responsible for finding and testing new marketing channels that deliver positive ROI for the business.
- Data & Marketing Automation

Technologies: Hubspot, Google Analytics, Mixpanel.

Co-Founder & Head of Marketing, Startup Marketing and Business Development

October 2012 - February 2015

Summary: Successfully grew Avigogo's revenue significantly through strategic partnerships and paid acquisition strategies.

Responsibilities:

- Customer acquisition, partnership, business development, paid and organic search marketing, and project/product management.
- Sales prospecting, lead generation, and closing customers.
- Partnerships and Business Development: Identified, reached out, and built relationships with partners who helped the business acquire customers.
- Paid Search (PPC): Acquired customers through various paid channels such as Google Adwords, Bing, Remarketing/Retargeting, Display, and Marketplaces such as Amazon & eBay.
- Organic Search (SEO): Helped the business increase its organic ranking through ROI-based keyword research, website optimization, and link building. Performed keyword research to identify opportunities to help customers find the business easily when searching online.
- Optimized the website to ensure the site was easy to navigate and found by search engines.
- Built external backlinks to the website to improve website rank and authority.
- Management: Managed Sales and Marketing Team. Mentoring, training, and support for team members to achieve company objectives.
- Project/Product Management: Managed a team of web developers: Defining product strategy, prioritizing product features, creating user stories, and producing work breakdowns for developers. Leading scrum meetings and managing projects via project management software: Basecamp, smartsheet, and pivotal tracker.

Technologies: Adwords, Bing, Amazon, eBay

Project Engineer, Telecom Network Solutions

August 2010 - May 2013

Summary: Contributed to telecom companies by designing and implementing complex network systems, resolving various problems routinely.

Responsibilities:

- Network routing and switching, MPLS Networking, services E-pipe, VPLS & VPRN, BRAS configuration, comprehensive project work cycles.
- Network Routing & Switching.
- MPLS Access/Edge/Core Networking.
- Services E-pipe, VPLS & VPRN.
- BRAS Configuration.
- Project work through Design, Testing, Implementation, Migration & Support.
- Design Documentation (Low-Level Designs, High-Level Designs, Operational Manuals, MOPs, Test ExitReport, SOW, and CRFs)
- Customer Acceptance.
- Problem-solving here was a daily occurrence so too many to list.
- Designing & Implementing core, edge, and access networks for telecoms companies primarily using
- Alcatel-Lucent 7750, SR12, 7210, 7705, 7710 and SAM 5620. Cisco ASA Firewalls, ISR, 3XXX switches, and other medium-range routers.

Technologies: Alcatel-Lucent 7750, SR12, 7210, 7705, 7710, SAM 5620, Cisco ASA Firewalls, ISR, 3XXX switches

EDUCATION

BSc in Business Management Economics

Swansea University

MSc in Analytics & Marketing

Arden University

Certificate of Higher Education in Cisco Certified Network Associate & Professional (CCNA & CCNP)

Swansea Metropolitan University - Swansea

Certificate of higher education in Cybersecurity

SANS Institute

CERTIFICATION

Google Search Advertising and Adwords Certified

June 2017 to June 2026

Hubspot Certifications

15 Certifications

AWS Cloud Business Professional

November 2019 to Present

Association of Project Management - The APM Project Fundamentals

Chartered Institute of Marketing - Diploma in Professional Marketing

Market Motive SEO Professional Certificate

June 2016 to Present

AWS Cloud Practitioner

AWS Cloud Practitioner certification helps organizations validate the skills of a professional with AWS cloud technologies. Earning an AWS Certified Cloud Practitioner validates cloud fluency and foundational AWS knowledge.

August 2021 to Present

