

Blanca D.

Senior HubSpot CRM Implementation Specialist / Digital Marketing Manager

SUMMARY

- Extensive experience in implementing and customizing HubSpot CRM to align with business goals, including workflows, pipelines, automation, and reporting tools, ensuring seamless integration with other platforms (e.g., Google Analytics, Google Ads). - Skilled in setting up custom objects, fields, and dashboards to optimize client data organization and operational efficiency. Proficient in creating automated workflows to streamline marketing, sales, and customer service processes. - Successfully conducted CRM audits, data migration projects, and integrations with third-party tools (e.g., Salesforce, Aircall, and SEMrush), ensuring accuracy and efficiency in client operations. - Delivered tailored HubSpot training sessions to teams, ensuring high adoption rates and empowering clients to leverage the platform for marketing and sales success fully. - Expertise in designing and executing inbound marketing campaigns leveraging HubSpot tools, including CTAs, landing pages, and email marketing workflows, to attract, nurture, and convert leads. - Hands-on experience managing websites, implementing content strategies, and optimizing for search engines using HubSpot CMS, WordPress, and Joomla. - Designed and executed multichannel marketing campaigns combining HubSpot, email marketing, social media, and PPC to achieve business objectives. - Leveraged HubSpot's analytics and reporting tools to monitor campaign performance, generate actionable insights, and improve ROI. - Certifications: HubSpot Sales Software, HubSpot Service Hub, Email Marketing, Contextual Marketing, Inbound Marketing, Frictionless Sales, SEO Certified, Google Analytics.

TECHNICAL SKILLS

Main Technical Skills	HubSpot
JavaScript Libraries and Tools	Canva
Social Media Marketing	Mailchimp
Data Analysis and Visualization Technologies	Google Analytics
UI Frameworks, Libraries, and Browsers	HTML, HTML5
Industry Domain Experience	seo
UI/UX/Wireframing	Adobe Creative Suite
Collaboration, Task & Issue Tracking	Asana

Third Party Tools / IDEs / SDK / Services	Audio-ProTools, PowerPoint
Platforms	HubSpot, Joomla, Microsoft, WordPress
Other Technical Skills	B2B email Marketing, Basic Excel, CRM system management, Data Management, Hootsuite, Research techniques and analysis, SemRush, Social Media Marketing, Video Premier-Pro

WORK EXPERIENCE

Freelance Digital Marketing Manager

March 2024 - Present

Summary: Managed and optimized CRM focusing on SEO strategies, significantly improving web traffic and customer engagement.

Responsibilities:

- **Oversee Organic Social Content Creation and Management:** Creation of engaging educational social media content and managed platforms increased content interaction by 40.4% and increased website traffic by 35%
- **Plan and Execute Awareness Promotional Social Media Campaigns** Designed and managed promotional campaigns, including the creation of compelling marketing assets improving reach by 72.4k
- **Conduct SEO Optimisation and Website Management:** Led thorough website analysis and implemented SEO strategies, improving search engine rankings.
- **Strategies Website Content Development:** Oversee the development of high-quality content, SEO-focused content based on pillar pages, enhancing the site's relevance and increasing traffic by 42%
- **CRM implementation and optimization**
- **Design and Produce Print Marketing Assets:** Created visually appealing marketing materials for print, ensuring consistency with the client's brand identity.

Technologies: SEO, CRM Optimization, Google Analytics, Google Ads, Print Marketing.

Digital Marketing Strategist and HubSpot Manager

Aug 2023 - Feb 2024

Summary: Led the digital marketing and CRM initiatives at Cosmedicare, implementing HubSpot and improving SEO, resulting in high traffic growth and new qualified leads.

Responsibilities:

- Planned the Digital Marketing Strategy and KPIs.
- Competitor Analysis and market research
- Aligned the CRM strategy to the business objectives
- Implemented HubSpot, covering configuration, customization, and integration with other tools such as Google Analytics, and Google ads for reporting and performance monitoring to make data-driven decisions.
- Managed the website, optimized on-page SEO, keywords, meta descriptions, meta-tags, images optimization, etc. increasing traffic with keywords such as Gastric Sleeve Surgery Scotland 6.7K and FTM & FTN Reconstruction Chest Surgery 5.9K monthly and Breast Surgery Scotland 1.7K



- Content marketing creation from video testimonials to surgery outcomes as well as pillar page strategy.
- Implement Inbound marketing strategies such as the implementation of Allurion CTA generating 10% new qualified leads, and implemented other CTA with a CTR of 31.92% collectively; attracting new potential clients to the company's private social groups.
- Executed customer-focus campaigns, from set up, creation, and execution, engaging with prospects consistently across landing pages, forms, and CTA's. This resulted in business opportunities such as the Bariatric Weight Loss Event campaign, which resulted in a conversion rate of 21% -10 new customers- £47K.
- Managed email campaigns and automated nurturing emails by segmenting data accordingly with company audiences. A/B testing and analysis and reporting.
- Executed Newsletter with a 19% open rate, an average click-through rate (CTR) of 21.32%, and an average reading rate of 83%.
- Created and Implemented digital marketing assets for different channels, as well as branded Facebook channels and private social groups.
- Affiliate Marketing: Follow up with Influencers, track and report on influencer's performance.
- Collaborated with a freelancer to optimize PPC campaigns.
- Collaborated with social media creators to improve brand awareness.
- Tracked influencers' performance and provided event management support.
- You tube Channel customization to align the company branding, layout, and featured sections.
- Optimized GMB, generating -from Sep'23 to Feb'24- 5.5K interactions, 20K viewed business profile, redirecting 3.9K organic website visitors and a total of 513 calls were made from GMB.

Technologies: HubSpot, Google Analytics, Google Ads, SEO, CTA, Email Marketing, PPC, YouTube, GMB.

Digital Marketing and HubSpot Manager

March 2022 - May 2023

Summary: Established marketing strategies that enhanced data management, lead generation, and sales conversion through effective use of HubSpot CRM and SEO practices.

Responsibilities:

- Determined the company's marketing priorities to generate traffic, leads, sales, and defined KPIs
- Responsible for HubSpot CRM, configuration, customization, and integration with other tool systems.
- Created workflows that combined context with content, triggering emails and internal tasks based on specific criteria.
- Created, monitored, measured, and analyzed email campaign efforts, providing data-driven recommendations.
- Managed data to maintain a clean, marketable, and addressable database.
- Landing pages, and forms creation for both e-commerce and corporate site.
- Generated data reporting and visualization.
- Developed buyer personas and created Ideal Customer Profiles (ICP) based on company objectives.
- Collaborated with the sales director and team in the creation of the company's pipeline.
- Trained and supported the team on HubSpot best practices, digital marketing, and data management.



- Managed social media platforms on HubSpot, and developed content based on a strategic editorial calendar, increasing traffic to the company site.
- SEO strategy and implementation. Increased overall average engagement by +14.09% (2:11min). Sessions by+9.34%(3.3k).
- Developed, executed, and implemented content marketing strategy based on SEO. SEO briefs development for content creation, and website optimization. Increasing the total impressions on Google searches by 7.4K with an average CTR of 23.8%
- Implemented SEO best practices and solved issues such as meta descriptions, image optimization, title tags, H1, schema markup, etc.
- Developed a content marketing strategy utilizing Semrush and collaborated closely with the content manager for implementation.
- Worked with the sales team and Content Manager in the creation of content enablement and strategically organized it based on the buyer's journey to support the sales team's communications with prospects.
- Applied brand messaging framework across customer touchpoints to effectively develop, strengthen, and communicate the company brand's story to the marketplace.
- Planned video content, development, and edition by using Premier-Pro and Canva.

Technologies: HubSpot CRM, Email Marketing, SEO, SEMrush

Video Production and Marketing Coordinator

June 2021 - Jan 2022

Summary: Coordinated video production processes and contributed to marketing initiatives including SEO strategy and social media content management.

Responsibilities:

- Liaising with clients to schedule projects, ensuring our team delivers on all deadlines.
- Planning and organizing production schedules, taking into account conflicting demands, and problem-solving/troubleshooting to resolve.
- Maintaining an overview of all projects, ensuring a full understanding of requirements, and overseeing key timelines and milestones for delivery.
- Assisting with and coordinating day-to-day Production requirements.
- CMS platforms' management.

During my time at the company, I had marketing responsibilities such as developing the new website strategy and the new marketing approach for business growth. For this, I was working on the following:

- SWOT Analysis to develop the new website strategy and the company's new commercial approach.
- Website competitors' analysis.
- Market research to find the gaps and opportunities in the video industry
- Created the company sitemap for the new website.
- Keyword research and analysis for the new website.
- Planning and writing content for the new website, including case studies.
- Created an SEO best practice guide for the web developer for the new website.
- Inputting data and content for the new website via Joomla.
- Supporting in the creation of brand guidance for the company
- Manage Google My Business.
- Social Media strategy, content creation, coordination, and management using Hootsuite.

Technologies: CMS, Joomla, SEO, Social Media, Hootsuite



Marketing and Data Administrator

April - June 2021

Summary: Administered marketing and data tasks, ensuring effective digital presence and data management for Shakti Scottish Women's Aid.

Responsibilities:

- Handling incoming mail from agencies and clients.
- Maintaining and updating the Shakti website and social media accounts.
- Inputting data and maintaining database records to facilitate information access and collection of statistics.
- Preparing induction packs for new staff, board members, and student placements.
- Creation of Shakti publicity materials.
- Implement Shakti's monitoring system and prepare monthly reports when required.
- Work towards anti-oppressive practice in line with Shakti's Equal Opportunities policy at all times.

Technologies: Social Media, Data Management

Social Media and Digital Marketing / SEO Specialist

Feb 2021 - July 2021 / Feb 2021 – June 2021

Summary: Developed and executed social media campaigns and managed SEO optimization for Mindful Surrey's digital presence.

Responsibilities:

- Developing and executing social media and email campaigns.
- Manage Hootsuite for posting.
- Research target audience
- Managing and maintaining social media channels on a regular basis
- Conduct audits and research to clarify/test the organization's SEO needs.
- Keywords analysis.
- Content optimisation.
- Implementing On-site SEO strategy.
- Solved and implemented technical SEO such as schema, image optimization, title tags, broken links, meta descriptions, etc.

Technologies: Social Media, Email Marketing, Hootsuite, SEO

Creative Strategist, Creative Advertising Contributions

Oct 2019 - Oct 2020

Summary: Contributed to advertising campaigns for companies such as Lego and Google, staying updated with digital marketing trends and enhancing skills.

Responsibilities:

- Studied Lead Engagement Strategy, Email Marketing, and Contextual Marketing
- Obtaining certifications through the HubSpot Academy.
- Completed an Adobe Illustrator course for beginners.
- Studied basic HTML and HTML5.
- Provided free digital marketing consultation to Mexican small businesses and previous clients including Baja Plastic Surgery Clinic to enhance their performance on Social Media Channels during the lockdown.



- Engaged in personal projects involving video-music editing using Adobe Premier Pro.

Technologies: Advertising Campaigns, Market Research

Creative Contributor, Creative Placement

Sep 2019

Summary: Supported STV's creative-commercial team with advertising concept generation and promotional material selection.

Responsibilities:

- During my collaboration with the creative-commercial team, I was responsible for generating advertising concepts for STV clients such as Arnold Clark, Craig & Rose paint, and Guinness-Six-Nations-STV. I also supported the team with the selection of material for different STV promos such as Virgin-STV.
- Participated with the creative STV brand team, where I aided them in selecting video material for the promotion of the "Real Stories" program for STV players.

Technologies: Concept Generation, Promotional Material Selection

Digital Marketer, Digital Marketing and SEO Enhancement

May - Oct 2019

Summary: Boosted DLS's online visibility and lead generation through strategic SEO and B2B email marketing campaigns.

Responsibilities:

- Monitored website performance with Google Analytics, determine where visitors were located, where people were searching, what people were searching, identified the worst performing pages, and implemented optimization for better performance.
- Improved the company's SEO by implementing an organic strategy, resulting in the positioning of the website into the first Google results.
- Researched and monitored competitors' websites in order to come up with more attractive websites for those searching for dry-cleaning professional machinery.
- Planned, segmented, designed, and delivered multiple B2B email marketing campaigns for company services such as maintenance. For email segmentation I used Goldmine CRM, for designs, I used Adobe Suite programs such as Photoshop and InDesign and for email distribution Mailchimp.
- Maintained the CRM data clean and up to date as well as implemented filters for marketing campaigns.
- Redesigned the company's website by using CMS WordPress as well as developed and uploaded designs, pictures, and content.
- Scheduled social media themes to drive visitors to the website as well as created promotional designs for the company's Facebook page.

Technologies: Google Analytics, SEO, B2B Email Marketing, CRM, WordPress

Creative Marketing and Production Coordinator

Jan 2012 - Feb 2014

Summary: Executed marketing and production coordination, promoting business growth through video and audio content creation.



Responsibilities:

- Created video promotional material for my clients. My responsibilities included planning, script writing, team coordination, video editing, and ensuring that project deadlines were achieved in compliance with brand and client specifications.
- Created audio production for clients' telephone business lines. I was responsible for generating audio scripts and audio editing by using Pro-Tools.
- Supported agencies such as Precisa Marketing Group as a copywriter and coordinated campaigns for some of their clients. I also liaised with creative studios ensuring project timelines and budgets were adhered to.
- Collaborated as a co-producer and researcher for the radio show "The Leadership Group Tijuana".

Technologies: Video Editing, Audio Production, Pro-Tools

Creative and Marketing Executive / Creative and Marketing Assistant, Marketing Campaign Development

Feb 2008 - Jan 2012

Summary: Developed effective radio campaigns for clients resulting in increased brand awareness and customer reach.

Responsibilities:

- Created and planned radio campaigns for clients such as Comex and the Baja California Government, which resulted in strong brand positioning and increased customers/reach for these organizations.
- Collaborated with the development of a promotional marketing strategy for the "Mexicali Beer" brand in the Baja California Norte state of Mexico, helping the brand increase its sales 25% in six months.
- Management of internal teams such as audio and video editors, and external talent (voice-over and actors)
- Coordination of promotional events for the agency and its clients.

Technologies: Radio Campaigns, Event Management

Creative and Marketing Assistant at Audia Soundesign Agency

Feb 2006 - Jan 2008

Responsibilities:

- Supported the agency with audience market research for a variety of commercial clients using secondary data.
- Organized presentations
- Answered emails and calls to address customer's inquiries, helping to solve any problem and deliver the right information.
- Generated ideas for clients' radio scripts.
- Research offline media to accurately propose channels to clients.
- Liaising with offline media for price negotiation.

Technologies: Radio Campaigns, Event Management

EDUCATION

MSc Creative Advertising

Concept and Campaign creation, Planning in Advertising, Direct and Digital Advertising Campaign Strategy

2018-2019

Creative Data Academy Certificate

The use of data to aim companies' objectives

July 2019

MSc Marketing

Direct & Digital Marketing, Brand Management, Consumer Engagement Strategy, Research Methods, Global Marketing, Marketing and Communication strategy

2017-2018

IDM Certificate in Digital Marketing

Campaign creation, Social media, touch points - customer journey

2017-2018

Sales Management course

2017

CERTIFICATION

- Email Marketing Certified
- Inbound Certification
- Contextual Marketing Certified
- HubSpot Sales Software
- Service Hub Software Certified
- Frictionless Sales Certification HubSpot Academy
- Google Analytics
- Google Academy
- SEO certified

