

# Carmen Seguí Monleón

## Senior CRM Specialist

### SUMMARY

The candidate is an accomplished CRM Specialist with extensive experience in marketing and sales process optimization, primarily utilizing Hubspot CRM tool. Expertise encompasses implementation of CRM systems across numerous countries, driving marketing automation and analyzing KPIs to improve marketing strategies. Skills include inbound marketing, Google AdWords, Google Analytics, and social media advertising on platforms such as Facebook and LinkedIn. Well-versed in various online marketing tools and integrations, the specialist has a proven track record in lead generation strategy, brand development, and revenue management. Recognized for strong background in digital marketing project strategy, this professional facilitates effective team collaboration for project success.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	NFT marketplace (5 yr.), Hubspot API, Google Ads, Google Analytics, HubSpot (9 yr.)
<b>Salesforce Ecosystem</b>	Google Ads
<b>Social Media Marketing</b>	Google Ads
<b>Data Analysis and Visualization Technologies</b>	Data visualization, Google Analytics, KPI Dashboards & Scorecards
<b>UI Frameworks, Libraries, and Browsers</b>	Auto Layouts (Figma)
<b>Cloud Platforms, Services &amp; Computing</b>	DigitalOcean
<b>Azure Cloud Services</b>	Azure log analytics
<b>Methodologies, Paradigms and Patterns</b>	Architecture and Design Patterns
<b>Collaboration, Task &amp; Issue Tracking</b>	Atlassian Confluence
<b>Platforms</b>	HubSpot (9 yr.)
<b>SDK / API and Integrations</b>	Hubspot API
<b>BlockChain and Decentralized Software</b>	NFT marketplace (5 yr.)
<b>Other Technical Skills</b>	Copywriting (6 yr.)

## WORK EXPERIENCE

### Marketing Manager, Marketing Management

**Duration:** May 2019 - January 2022

**Summary:** Management of branding and lead generation strategy, development of sales content and CRM processes, and organization of social media and offline events.

**Responsibilities:** Branding and lead generation strategy, sales content creation, CRM tool implementation, Facebook and LinkedIn ads management, social media planning, email design and sending, offline events organization.

**Technologies:** Hubspot, Facebook ads, LinkedIn ads, HTML

### Marketing Operations Manager, Marketing Operations Management

**Duration:** January 2022 - August 2022

**Summary:** Hubspot CRM implementation across 9 countries, marketing automation, KPIs management, and revenue management through enablement and integration of sales tools.

**Responsibilities:** Hubspot CRM implementation, marketing automation, dashboards and KPI's management, sales enablement tools integration, revenue management.

**Technologies:** Hubspot CRM

### Onboarding and Inbound Specialist, Inbound Strategy and CRM Onboarding

**Duration:** October 2022 - Current

**Summary:** Optimization of process automation through Hubspot CRM, CRM architecture design, and collaboration on strategy with integrations team.

**Responsibilities:** Implement Hubspot CRM, CRM architecture design, process leading strategy collaboration.

**Technologies:** Hubspot CRM

### Community Manager, Community Management

**Duration:** January 2016 - June 2016

**Summary:** SEO blog copywriting and management of social media for a dental clinic.

**Responsibilities:** SEO blog copywriting, social media management.

**Technologies:** SEO, Social Media

### Sales and Marketing Assistant, Front Office Sales and Marketing Support

**Duration:** February 2013 - January 2015

**Summary:** Assisting the front office with sales and marketing responsibilities at an architectural lighting company.

**Responsibilities:** Front Office Sales and Marketing assistance.

**Technologies:** Sales, Marketing

### Customer Success, Customer Success Services

**Duration:** August 2009 - September 2011

**Summary:** Customer success responsibilities include informing visitors about services and providing bilingual guided tours at a cultural complex.

**Responsibilities:** Customer service, bilingual tours.

**Technologies:** Customer Service

### Journalist Writer, Media Writing and Journalism

**Duration:** September 2003 - May 2009

**Summary:** Writing for a variety of publishing groups and television production companies as



a journalist.

**Responsibilities:** Journalism, writing.

**Technologies:** Journalism

## **Hubspot CRM Specialist, Digital Marketing and Hubspot CRM**

**Duration:** July 2016 - January 2018

**Summary:** Digital marketing strategy management for projects, including team coordination, campaign implementation, and analytics for strategy improvement with Hubspot CRM.

**Responsibilities:** Digital marketing strategy, team management, campaign implementation and management, marketing automation, analytics review.

**Technologies:** Hubspot CRM, Facebook ads, LinkedIn ads, Twitter ads, Zapier, Typeform, Hubspot analytics

## **Corporate Communication, Corporate Communication**

**Duration:** January 2018 - January 2019

**Summary:** Web copywriting on various topics, social media content, and promotion of corporate events.

**Responsibilities:** Web content copywriting, social media posting, corporate events promotion.

**Technologies:** Web Content, Social Media

## **EDUCATION**

- **Lic. Periodismo**  
2004
- **Lic Comunicación Audiovisual**  
2010
- **Community Management**  
2015

## **CERTIFICATION**

- **B2- First Certificate English- Cambridge**  
2012

