

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

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

