

Tina Rozman

Senior Hubspot Specialist/Strategist

SUMMARY

A multi-skill with a robust background in HubSpot CRM optimization and a track record of successful project management delivers technical proficiency and a strong understanding of SDLC practices. Experienced in SaaS solutions implementation and automation workflows, excels in increasing CRM adoption and enhancing lead generation. Strengths include strategic development and technical support, with a focus on creating efficient marketing and sales pipelines. Demonstrates hands-on experience in troubleshooting, report creation, and dashboard setup, underpinned by a commitment to continuous learning and process improvement.

TECHNICAL SKILLS

Main Technical Skills	CRM, Project Management, HubSpot, Marketing Strategy
Platforms	HubSpot
Project Management & Administration	Project Management

WORK EXPERIENCE

Customer Care Manager, Ticketing and Hospitality

Duration: April 2012 - February 2018

Summary: Ticket management and guest hospitality for football events

Responsibilities: Managed customer care initiatives

Copywriter, Transportation Services Copywriting

Duration: May 2014 - January 2018

Summary: Transportation connectivity service

Responsibilities: Copywriting for promotional materials

Copywriter, Promotional Campaign Copywriting

Duration: February 2016 - September 2016

Summary: Promotions and offers for discount deals website

Responsibilities: Writing engaging content for marketing campaigns

Community manager, Social Media Community Management

Duration: April 2013 - October 2013

Summary: Social media community management for cinema

Responsibilities: Engaged audience, managed postings and interactions

Talent Sourcer, Technical Talent Acquisition

Duration: March 2019 - April 2020

Summary: Sourcing candidates for technical roles in the company

Responsibilities: Identified, screened, and recruited technical staff

Project Manager, Marketing Campaigns and Chatbot Implementation

Duration: August 2017 - February 2019

Summary: Execution of advertising and email marketing campaigns

Responsibilities: Coordinated ad and email campaigns, chatbot implementation

Technologies: Chatbot development, Email marketing

Business Support Specialist, Business Support

Duration: April 2020 - April 2022

Summary: Business support and administration

Responsibilities: Handled various business support tasks

Head of Event Management, Event Management

Duration: April 2022 - April 2023

Summary: Event planning and execution

Responsibilities: Managed budgets, planned and executed events

Technologies: Event planning

Hubspot Specialist, HubSpot Specialist Projects

Duration: April 2023 - April 2024

Summary: Hubspot CRM setup and optimization for clients

Responsibilities: Implemented and optimized CRM, automated workflows, supported marketing and sales teams with Hubspot

Technologies: HubSpot, SaaS solutions, CRM, Automation, Reporting

HubSpot Strategist, HubSpot Strategy Projects

Duration: April 2024 - November 2024

Summary: Leadership in HubSpot CRM implementation and strategy

Responsibilities: Led HubSpot CRM implementation, trained sales and marketing teams, inbound marketing strategies

Technologies: HubSpot, CRM, Marketing Automation, Training

