

# 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

<b>Main Technical Skills</b>	CRM, Project Management, HubSpot, Marketing Strategy
<b>Platforms</b>	CRM, HubSpot
<b>Project Management &amp; Administration</b>	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

