

# Ajay Kumar

## Senior HubSpot Administrator/ RevOps Specialist

### SUMMARY

RevOps professional with over 5 years' experience specializing in streamlining the synergy between sales, marketing, and service departments. Proven proficiency in a suite of CRM and analytic tools including HubSpot, Zoho, and Google Analytics, with a strong track record in lead optimization and revenue growth. Demonstrated ability to implement automation and ABM strategies, enhancing lead conversion and customer engagement through effective workflow design. Seasoned in multi-platform campaign management and SEO, with a focus on data-driven decision making and key performance metrics analysis.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Hubspot API (5 yr.), Marketing Automation, Digital Marketing, ZohoCRM
<b>Cloud Platforms, Services &amp; Computing</b>	ZohoCRM
<b>SDK / API and Integrations</b>	Hubspot API (5 yr.)

### WORK EXPERIENCE

#### RevOps Specialist & HubSpot Administrator, RevOps Specialist & HubSpot Administrator Project

**Duration:** Feb 2024 – Present

**Summary:** Led Revenue Operations through HubSpot to optimize sales, marketing, and service operations.

**Responsibilities:** Implementing and integrating Revenue Operations, designing RevOps strategies, automating lead nurturing, creating marketing campaigns, setting up and optimizing HubSpot hubs, managing sales pipelines, tracking performance with analytics tools.

**Technologies:** HubSpot Marketing/Sales/Service Hub, Google Analytics, Posthog, SEMrush, Chargebee

#### Sr. Digital Marketer Executive, Digital Marketing Implementation

**Duration:** Jan 2022- Feb 2024

**Summary:** Developed and executed digital marketing strategies across various platforms for seamless customer journey alignment.

**Responsibilities:** Managing PPC campaigns, applying SEO practices, designing email campaigns, utilizing analytics for campaign performance, managing social media content, handling customer communication through HubSpot.

**Technologies:** HubSpot, LinkedIn Ads, Google Ads, Facebook Ads, Twitter, SEO Tools

## **Digital Marketing Executive, Digital Marketing Campaigns**

**Duration:** Nov 2020 - Jan 2022

**Summary:** Managed B2C advertising campaigns and performed SEO for increased organic traffic and search engine rankings.

**Responsibilities:** Executing paid advertising campaigns, conducting keywords and audience research, managing budgets, implementing A/B testing, analyzing campaign performance, and managing client coordination.

**Technologies:** Google Ads, Facebook Ads, Bing Ads, SEO Techniques

## **Executive, Client Data Management**

**Duration:** Nov 2019 – Aug 2020

**Summary:** Responsible for data management, client file organization, and the performance of data analysis.

**Responsibilities:** Maintaining client data and files, coordinating with team members, creating and editing documents, utilizing MS Excel for data analysis and reporting.

**Technologies:** MS Excel, MS Word, Tableau, Power BI, Microsoft Teams, Outlook

## **EDUCATION**

- **BA**

Completed bachelor's degree in BA from Satyawati College, University of Delhi  
April 2015 – June 2018

## **CERTIFICATION**

- HubSpot Inbound marketing certificate
- HubSpot Marketing Hub
- HubSpot Sales Hub
- HubSpot Service Hub
- HubSpot Email Marketing
- LinkedIn Marketing certificate
- Google fundamental digital marketing certificate
- Google search ads certificate
- Product Marketing Certification for SaaS Businesses.
- Product Analytic Micro Certification by Product School
- Performance Marketing Program by Growth School
- Google Analytics 4 certificate
- SEO certification

