

# Emilien T.

## Senior HubSpot CRM Implementation Specialist

### SUMMARY

- Extensive experience in analyzing client needs, designing tailored CRM solutions, and executing system implementations, including migrations, configurations, and integrations with third-party tools. - Proven ability to streamline operational processes, automate workflows, and improve data management, enhancing productivity and reducing errors. - Deep knowledge of HubSpot CRM, including setup, custom objects, workflows, and marketing automation, enabling businesses to optimize sales, marketing, and customer service. - Skilled in developing and executing inbound marketing strategies, leveraging tools like Apollo, Zapier, and Aircall to enhance lead generation and customer engagement. - Proficient in conducting workshops, delivering end-user training, and ensuring smooth adoption of new tools and processes, fostering client satisfaction and retention. - Strong expertise in performing data quality audits, managing data migrations, and building analytics frameworks to provide actionable insights for decision-making.

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	HubSpot
<b>UI Frameworks, Libraries, and Browsers</b>	CSS, HTML5
<b>Industry Domain Experience</b>	seo
<b>UI/UX/Wireframing</b>	Adobe Creative Suite
<b>Platforms</b>	HubSpot, WordPress
<b>Other Technical Skills</b>	Hubspot Marketing Hub, HubSpot Sales Hub

### EXPERIENCE

#### CRM Consultant, IDEAGENCY (Hubspot diamond partner)

January 2024 - Now

- Client needs analysis and scoping: conducting workshops, drafting functional specifications and requirement documents.
- Process optimization: scoping processes and tools based on client inputs, designing data models.
- CRM audits and migrations: performing data quality audits, integrations, migrations, configurations, and CRM setup.
- User training and support: as a CRM expert, training end-users to ensure smooth tool adoption and minimize change resistance.
- Client portfolio management: ensuring customer satisfaction and handling renewals.

- Support for complex pre-sales: contribute as an expert to help the sales team identify advanced opportunities.

## **Hubspot & Marketing Automation Consultant**

September 2020 - November 2024

I've helped a number of companies implement Hubspot and Inbound Marketing strategies. My clients include Elevate, GoTeam, Kassel Studio, Bestoow.

During these 4 years, I have:

- Automated operational processes, increasing efficiency and reducing errors, contributing to an overall improvement in productivity.
- Provided training and onboarding sessions on Hubspot. Developed and implemented a personalized customer journey by integrating Hubspot with tools such as Apollo, Zapier, and Aircall...
- Implemented Hubspot CRM features such as workflows, custom fields, objects, etc...
- Developed an inbound marketing strategy that boosted web traffic, strengthened customer engagement, and developed brand image based on in-depth market analysis.

## **Marketing et Sales Manager, TRIP CONNEXION**

September 2018 - September 2020

Launch and design of a SaaS management, publishing, and CRM platform for tourism professionals:

- Analysing the market and generating new business opportunities
- Carrying out prospecting and developing relationships with customers/prospects
- Presentations and demonstrations of solutions Implementation of inbound marketing strategies and Hubspot CRM to streamline sales, marketing, and customer service success.
- Optimizing website content, landing pages, and SEO to improve search engine rankings, increase traffic and drive conversions.
- Monitoring customer satisfaction and project progress, ensuring customer needs are met and projects are completed on time and within budget.

## **EDUCATION**

### **MBA, Strategy & Business Innovation - International Development**

IDRAC Lyon

2020

