

Joao F.

Middle Hubspot CRM Implementation Specialist

SUMMARY

- Extensive knowledge in HubSpot CRM, CMS, and API integrations to design and implement data-driven solutions, optimize workflows, and automate business processes.
- Skilled at creating custom objects, data architectures, and operational automation to support dynamic and scalable teams.
- Expertise in sales process optimization, dashboard development, and creating custom tools for performance tracking and reporting.
- Proficient in leveraging data analytics platforms like Amazon QuickSight and Google Sheets to provide actionable insights for sales and marketing teams.
- Experienced in low-code automation, enhancing cross-functional collaboration, and designing systems to improve operational efficiency.
- Advanced skills in CRM platforms, automation tools, and frontend technologies such as React.js and API development with Python.
- Adept at combining technical capabilities with business strategy to deliver tailored solutions.
- Background in UX/UI principles and creating customer-centric solutions, enhancing user interactions through personalized experiences.
- Proven ability to train teams, foster collaboration, and establish best practices in CRM usage and analytics, ensuring widespread adoption and long-term success.

TECHNICAL SKILLS

Main Technical Skills	HubSpot
Programming Languages	JavaScript, Python
UI Frameworks, Libraries, and Browsers	CSS3, HTML5, SCSS
JavaScript Frameworks	React
Cloud Platforms, Services & Computing	Zapier
SDK / API and Integrations	API

Third Party Tools / IDEs / SDK / Services	Excel
Version Control	Git, GitHub
Platforms	HubSpot
QA, Test Automation, Security	Postman

EXPERIENCE

HubSpot Specialist, Byrd Technologies, Operational Excellence Team

Jul 2022 - Current

Responsibilities:

- The primary reference for designing data architecture and low code automation to support the expanding operations;
- Enabling teams to understand and use HubSpot according to their operational needs effectively;

Main achievements:

- Creation of custom data warehousing to enrich a business data relationship shared view (custom objects via HubSpot API).
- Creation of landing pages and dynamic forms (via HubSpot CMS) Consolidation of a "HubSpot Working Group" culture and sharing of use cases solutions.
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Sales Analytics & CRM Operations, Talent Garden, SalesOps Team

Sep 2019 - Jun 2022

Responsibilities:

- Development of sales automation for standard and tailor-made products;
- Development of dashboards on Google Sheets and Amazon QuickSight;
- Global support for the business controlling and local sales teams.

Main achievements:

- Delivery of fully automated and scalable sales dashboards for the marketing and sales teams and the Board.
- Development of custom CRM functionalities and email templates to create a personalized shopping experience (via HubSpot CMS)

Jr Business Analyst, Talent Garden

Mar 2019 - Sep 2019

- Creation and implementation of sales tracking tools (Google Sheets);
- General support to the global sales and performance manager;



- Collaboration with the Business Controlling team on the calculation of KPIs

EDUCATION

International Relations with Emphasis on Marketing & Business

São Paulo, Brazil - Escola Superior de Propaganda e Marketing

2014 - 2017

UX/UI Design Online Summer Program 2020

Vienna, Austria - Talent Garden Austria

June - August 2020

ONGOING STUDIES AND CERTIFICATIONS

React.js

Harvard CS50

