

# 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

<b>Main Technical Skills</b>	HubSpot
<b>Programming Languages</b>	JavaScript, Python
<b>JavaScript Frameworks</b>	React
<b>UI Frameworks, Libraries, and Browsers</b>	CSS3, HTML5, SCSS
<b>Cloud Platforms, Services &amp; Computing</b>	Zapier
<b>SDK / API and Integrations</b>	API
<b>Third Party Tools / IDEs / SDK / Services</b>	Excel
<b>Version Control</b>	Git, GitHub
<b>Platforms</b>	HubSpot
<b>QA, Test Automation, Security</b>	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

