Fabien A.
Senior HubSpot CRM Implementation Specialist

SUMMARY

- Experienced CRM and Automation Expert with a strong background in implementing and optimizing CRM systems like HubSpot and Pipedrive, driving a 15% sales increase through automation and process improvement. - Expert in implementing/improving CRMs, automating workflows, and developing a lead generation strategy. - Skilled in QA testing and business analysis for e-commerce platforms, ensuring software quality and aligning technical solutions with business needs. - Proficient in training teams and leveraging data-driven insights to enhance customer experience and operational efficiency.

TECHNICAL SKILLS

Main Technical Skills	HubSpot, Pipedrive
Databases & Management Systems / ORM	MySQL
Platforms	CRM, HubSpot
QA, Test Automation, Security	QA
Other Technical Skills	No code

WORK EXPERIENCE

CRM and Automation Expert (Freelance), CRM System Implementation and Optimization

2021 - Now

Summary: CRM and Automation consulting for various clients to automate customer management processes, improve prospecting, and optimize sales.

Responsibilities:

- Installed and implemented CRM systems (HubSpot, Pipedrive) to efficiently manage customer relationships and automate repetitive tasks.
- Set up email campaigns and automated sequences to generate leads and improve customer loyalty.
- Manage and train sales teams to use new tools autonomously and efficiently.
- Analyze existing workflows to identify possible improvements, then implement automated solutions to simplify them.

Examples of results:

- 15% increase in sales thanks to automated customer follow-up.

- 30% reduction in response time to customer queries for iad France, improving customer satisfaction.

Technologies: HubSpot, Pipedrive.

IT Consultant, Various clients (Retail, Textile, Beauty, Health and e-Commerce) - 2017 to 2021

2017 - 2021

Summary: I've worked in several IT professions as an IT Business Analyst, QA Tester, and Marketing Analyst.

Responsibilities:

- QA Tester (Nocibé & Blancheporte): Manual testing to validate e-commerce software functionalities, identification and documentation of anomalies, management, and collaboration with technical teams (+10 pers.).
- Business Analyst (M comme Mutuelle, Biocoop, Auchan): Analyzed business needs, wrote use cases, facilitated links between business and technical teams, and tested new functionalities. Use of MySQL for queries.
- Marketing Analyst (Kidiliz Group): Coordination of advertising campaigns, performance monitoring, and management of promotional schedules.

EDUCATION

Double degree ESC Troyes (Business School) + Business School in India

Master 2, Marketing and Finance, Level: 5-year degree

September 2014 - June 2017