Mark S.
Senior Hubspot CRM/CMS Developer

SUMMARY

- HubSpot CRM/CMS Developer with 7+ years of web development and CRM automation experience, and over 3 years of HubSpot-specific experience; - HubSpot CMS & CRM experience, including automation of business processes, pipeline setup and operations, CRM data work, reporting, and optimizations to serve Sales and Marketing teams; - Skilled in building responsive websites and templates with HTML5, CSS3, JavaScript, and HubL, as well as custom module development and integrations to extend HubSpot functionality; - Experience in integrating HubSpot with third-party services, including Mailchimp, Aloware, 8x8, ClickUp, and other systems via native integrations, APIs, Make, and Zapier; - Contributed to CRM analytics, custom reports, lead qualification automation, spam detection, and third-party source-based data enrichment; - Extensive background in technical SEO, on-page optimization, cross-site analytics, and site performance (including page load), including GTM integrations and payload optimizations; - Experience assisting users, mentoring teammates, coordinating across multiple stakeholders, and ensuring stable CRM and CMS operations across multiple departments.

TECHNICAL SKILLS

Main Technical Skills	HubSpot, JavaScript
Programming Languages	JavaScript
Social Media Merketing	Mailchimp
Security	Content Security Policy
Data Analysis and Visualization Technologies	Google Tag Manager
Databases & Management Systems / ORM	MS SQL Server Management Studio
UI Frameworks, Libraries, and Browsers	CSS, CSS3, HTML, HTML5
Cloud Platforms, Services & Computing	Zapier
SDK / API and Integrations	API, Hubspot API
Deployment, CI/CD & Administration	CI/CD
Third Party Tools / IDEs / SDK / Services	ClickUp

Platforms	CMS, CRM, HubSpot
QA, Test Automation, Security	CSP, QA Automation
Operating Systems	Linux
Scripting and Command Line Interfaces	Make
Blockchain and Decentralized Software	Optimism
Project Management & Administration	Project Management
Web/App Servers, Middleware	Windows Server
Other Technical Skills	Builder, CRM Analytics, Data Analytics, HubL, Hubspot Marketing Hub, HubSpot Sales Hub, Loco Translate, Portals, Service Hub

WORK EXPERIENCE

CRM Manager/Associate, Crystalia Glass LLC

Duration: June 2024 - November 2025

Summary: Development, optimization, and support of CRM automation processes and integrations to improve business performance and inter-department collaboration.

Responsibilities:

- Developing automated pipelines according to established business logic, optimizing existing business processes to resolve actual issues, extend functionality, and improve overall performance of the CRM system;
- Ensure proper functionality and interaction of company departments by maintaining automation processes and troubleshooting errors in HubSpot CRM;
- Setting up custom integrations between website, CRM system, and related services (Mailchimp, Aloware, 8x8, ClickUp, etc.) with native integration tools, via API connections, or using integration platforms like Make, Zapier, etc;
- Reconfiguring and testing existing integrations for excessiveness, weak points, and vulnerabilities;
- Implementing automated methods for lead qualification and spam detection, improving the lead assignment process;
- Performing different operations with data, complementing the CRM database with new information based on existing data exported from third-party sources;
- Adding/removing CRM users, updating permissions, and setting up custom permission sets;
- Creating detailed custom reports to display and monitor important business metrics and measure crucial KPIs for individual managers and whole teams;
- Trying new approaches in order to create a stable connection between the website and CRM, implementing and testing them in cooperation with various developers' teams;
- Providing support for users in need, resolving issues and providing explanations to their requests, teaching and mentoring new company employees.

Technologies: HubSpot CRM, Mailchimp, Aloware, 8x8, ClickUp, APIs, Make, Zapier.

Senior HubSpot Developer and Operations Specialist, Ciklum

Duration: December 2022 - December 2023

Summary: HubSpot CMS development, CRM operations, analytics, SEO, and performance optimization.

Responsibilities:

- Website development in HubSpot CMS using HTML5, CSS3, JavaScript and HubL programming languages;
- HubSpot operations: process automation and data manipulation in HubSpot CRM database;
- Tracking and analytics: creating custom analytics scripts for Google Tag Manager on a website page level;
- Cross-site technical SEO analysis and implementation, on-page SEO;
- Content management: publishing and updating the website content resources on demand;
- Website performance: improving the page load speed by optimizing the code and manipulating various payload parameters;
- Support for the company employees using the Hubspot system, training, and mentoring the new team members.

Technologies: HubSpot CMS, HubSpot CRM, HTML5, CSS3, JavaScript, HubL, Google Tag Manager, SEO tools.

Webmaster / HubSpot Developer, Selerant

Duration: August 2017 - October 2022

Summary: Web development, CRM analytics, SEO, automation, and server administration.

Responsibilities:

- Global redesign of company resources: development of a series of responsive templates for company blogs, landing pages, and emails hosted in Hubspot;
- Improving the existing Hubspot templates by creating custom back-end modules to extend basic functionality;
- Implementation of a third-party solution using the Hubspot API, which allows for the sophisticated filtration of company resources;
- CRM data analytics and manipulation: creating custom scripts to parse, search, and replace the values in Hubspot CRM database;
- Deep SEO analysis and resolving of technical errors that hinder website promotion;
- Automation and technical support for plenty of marketing activities;
- Windows/Linux servers setup and administration.

Technologies: HubSpot CMS, HubSpot API, HTML, CSS, JavaScript, SEO tools, Windows Server, Linux.

Link Builder, Groove Media

Duration: December 2016 - July 2017

Summary: SEO-focused link building and content optimization.

Responsibilities:

- Outreach link building;
- Technical SEO analysis and content optimization;
- Searching for high-quality donor sites using professional SEO tools;
- Ordering and proofreading the articles to publish on authoritative resources, and obtaining quality links.

Technologies: SEO tools, link-building platforms, and content optimization tools.

Project Manager, ZORG

Duration: November 2012 - October 2015

Summary: SEO analytics, content strategy development, and remote team management.

Responsibilities:

- Keywords research and SEO analytics;
- Development of content strategies for internet portals of various subjects;
- Searching and supervising the remote employees (copywriters and editors);
- Proof-reading and publishing the content, quality assessment;
- Content optimization of sites, monitoring the timelines of updating information.

Technologies: SEO analytics tools, content management systems.

Internet Marketer, Video-PR

Duration: April 2012 - November 2012

Summary: Marketing strategy development, promotions, and customer support.

Responsibilities:

- Project management, customer feedback, support, and reporting;
- Developing a strategy for promoting customer resources in various social media;
- Carrying out promotions and introducing special offers, and ongoing analysis of marketing activity;
- Searching and supervising remote employees for various types of work (designers, copywriters, developers, etc.).

Technologies: Social media platforms, marketing analytics tools.

Copywriter/Content Manager, Stils

Duration: February 2011 - April 2012

Summary: Content creation and management for e-commerce websites.

Responsibilities:

- Creating the product descriptions and articles for online hardware stores;
- Images and videos editing and processing;
- Delivering the content formatted as HTML-pages ready for publishing;
- Technical translation of product manuals.

Technologies: HTML, content editing tools, image and video processing tools.

Junior SEO/Copywriter, Miralab

Duration: September 2008 - October 2010

Summary: SEO content creation, link building, and content management.

Responsibilities:

- Content management and link building for PBN websites;
- Automatic generation and multiplication of texts;
- Content creation for the company and client resources: specialized SEO texts, promotional and informational articles, press releases, etc;
- Publishing on authoritative resources to obtain quality links;
- Miralinks system order management, customer feedback and support, donor sites quality assessment;
- Ordering proofreading and publishing the articles that meet customer needs, content quality control;
- Searching and supervising the remote employees (copywriters and editors).

Technologies: SEO tools, Miralinks system, and content management tools.

Copywriter, Textprom

Duration: May 2008 - September 2008

Summary: Advertising and informational content creation.

Responsibilities:

- Creating advertising and informational articles on various subjects;
- Optimizing the content for search engine algorithms to match general recommendations.

Technologies: SEO optimization tools, content creation tools.

Engineer, Bureau of Radio Communications

Duration: September 2007 - May 2008

Summary: Engineering work on radio communication hardware.

Responsibilities:

- Debugging and refinement of a four-layer frequency synthesizer (building block for a military radio station);
- Quality assessment and control.

Technologies: Radio engineering tools, frequency synthesizer systems.

EDUCATION

Master's Degree in Radio Engineering, Sevastopol State Technical University (2002 - 2007)