Fernanda B.
Senior HubSpot CRM Implementation Specialist

SUMMARY

- Hubspot CRM expert focused on client relationship management, turning complex challenges into streamlined solutions. - Implemented and configured 70+ HubSpot CRM systems, enhancing automation, sales processes, and analytics. - Successfully managed and consulted over 200 Hubspot CRM implementations for clients reaching up to $2.5M/month in revenue and achieving significant growth targets. - Spearheaded Solution Architecture accreditation, driving a 12% monthly revenue increase through expanded service offerings. - Developed and implemented a HubSpot-based project management tool, enhancing team efficiency and project tracking. - Coached/managed multiple client service teams with measurable KPIs

TECHNICAL SKILLS

Main Technical Skills	HubSpot, Salesforce (2 yr.), Zoho (2 yr.)
Salesforce Ecosystem	Salesforce (2 yr.)
Cloud Platforms, Services & Computing	Zoho (2 yr.)
UI/UX/Wireframing	Adobe Creative Suite, Figma
Third Party Tools / IDEs / SDK / Services	ClickUp, Office 365
Platforms	HubSpot, NetSuite, Salesforce (2 yr.), SAP
Other Technical Skills	Google Suite

EXPERIENCE

Director, Client Services, Unlimited Tech Solutions (Hubspot Elite Partner)

January 2024 – Present

Client Relationship Management

- Advised 200+ companies across diverse industries on growth strategies by optimizing CRM systems and processes, driving improved business performance.
- Managed over $2.5M in revenue, consistently achieving targets and contributing to the company's financial growth.
- Spearheaded accreditation for Solution Architecture, leading to a 12% increase in monthly revenue through enhanced service offerings.
- Boosted client retention by 7% and increased upsell opportunities by 4%, strengthening long-term client relationships and revenue streams.

Leadership and Cross-Functional Collaboration

- Established and scaled the client services team from the ground up, currently leading a cross-functional team of seven, including account managers and technical implementation specialists.
- Increased recognized revenue by 30% and improved team utilization by 14% through streamlined processes and resource optimization.
- Developed and implemented collaborative strategies across departments by co-creating a project management tool within the HubSpot platform, enhancing team efficiency and project tracking.
- Oversaw budget, timelines, and account management for a portfolio of 90+ active clients across various industries, including Warner Music's most recent launch in Latin America.

Account Manager & Hubspot Specialist

February 2023 – January 2024

Account Management

- Managed a diverse portfolio of 40 accounts across industries such as recruitment, manufacturing, and law, with a combined value exceeding $400M in annual revenue.
- Led project budget allocation and timeline planning, ensuring efficient use of resources and on-time delivery for all client projects.

Hubspot Implementation

- Successfully implemented and configured 70+ HubSpot CRM systems for clients across various industries, enhancing marketing automation, sales processes, and reporting capabilities.
- Integrated third-party tools with HubSpot, including CRMs, ERPs and PM tools, optimizing client operations and reporting, and driving 10-20% improvement in operational efficiency.
- Designed and implemented customized HubSpot solutions directly contributing to clients' revenue growth.

CRM Implementation Consultant

October 2022 – February 2023

- Delivered end-to-end HubSpot design and implementation services for over 12+ clients across various industries, including marketing automation, CRM setup, and sales enablement.
- Developed tailored HubSpot solutions, resulting in an average revenue growth of 8% for clients by optimizing workflows, reporting, and lead management.
- Led 30+ successful data migrations and integrations with third-party tools (e.g., Salesforce, Shopify, Netsuite, and SAP)
- Provided ongoing support and training to ensure 100% adoption of HubSpot tools, increasing clients' platform utilization and ROI.
- Managed multiple concurrent projects, delivering tailored strategies on time and within budget.

Marketing Manager, Floori.io - U.S Based SaaS startup

July 2021 – October 2022

- Led and optimized email campaigns that resulted in a 25% increase in open rates and a 5% conversion growth, driving significant engagement and revenue.
- Authored SEO-focused content that improved organic search traffic by 6% and increased lead generation efforts, establishing the company as a thought leader.
- Served as HubSpot Manager, overseeing all sales and marketing automation processes, including workflows and analytics, resulting in an improvement in campaign tracking and performance insights.
- Developed a comprehensive automation strategy within HubSpot from the ground up, effectively identifying project scopes, client needs, and timelines, which led to a significant increase in process efficiency.

EDUCATION

Ruhr Univeristy Bochum, Germany

Master's in Humanitarian Action

Class of 2021

EMA Venice, Italy

European Master's in Human Rights and Democratization

Class of 2020

Coimbra University Coimbra, Portugal

Bachelor of International Relations Class of 2019