

# 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

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

