

# Fernanda

## CRM Specialist & HubSpot Expert

### PROFESSIONAL SUMMARY

A highly skilled professional with over six years of extensive CRM experience, specializing in the HubSpot ecosystem (CMS, Marketing, Sales, and Service Hubs) for the past five years. Proven track record in CRM implementation, marketing automation, and sales enablement across five high-growth startups within the finance, logistics, healthcare, and HR sectors. Expert at mapping complex business processes and optimizing CRM architecture to drive operational efficiency and international lead conversion.

### KEY SKILLS

- **HubSpot Expert:** Marketing, Sales, Service, & CMS Hubs
- **CRM Strategy:** Implementation, Optimization, & Data Integrity
- **Automation:** Advanced Workflows & Zapier Integrations
- **Analytics:** Lead Scoring, Lifecycle Mapping, & Dashboards
- **Customer Ops:** Service Pipelines, NPS, CSAT, & Churn Tracking
- **Technical:** SQL, Data Analysis, Custom Object Schema
- **Leadership:** Team Supervision & Cross-functional Training
- **Languages:** Portuguese (Native), English

### PROFESSIONAL EXPERIENCE

#### CRM Specialist

September 2022 - Present

*Leading Global Financial Risk Management Provider*

- Lead the mapping and design of organizational processes within HubSpot for the User Experience team.
- Implemented and optimized sales and service pipelines to streamline international customer operations.

- Designed complex communication journeys and automated workflows (via Zapier) for lead nurturing and acquisition.
- Built lifecycle stages and lead scoring criteria to improve conversion rates and sales alignment.
- Managed email marketing subscriptions and adapted CRM objects to align with diverse business personas.

**CRM Specialist****October 2021 - September 2022***Major Brazilian Logistics Technology Startup*

- Led CRM operations and supervised an assistant to support a Customer Success team of 80+ employees.
- Designed a custom object schema and comprehensive dashboards to track Ticket Volume, Resolution Time, CSAT, NPS, Activation, and CLV.
- Integrated HubSpot with external tools including Zendesk, Iugu, and WhatsApp.
- Managed the CRM budget, ensuring cost-effective platform usage and license optimization.
- Developed automated workflows for onboarding, churn management, and key account service pipelines.

**Global Senior CRM Analyst****July 2021 - October 2021***Global Human Resources & Workforce Startup*

- Led data-driven initiatives to bridge the gap between marketing and sales, driving global sales growth.
- Monitored key CRM KPIs and enhanced lead-nurturing sequences to optimize lead flow.
- Designed automated sales workflows to improve international lead intake and team efficiency.
- Delivered actionable insights via dashboards covering contract values, website analytics, and sales productivity.

**CRM Analyst****January 2021 - June 2021***Pioneering Healthtech Startup*

- Directed HubSpot CRM adoption and training across sales, CX, marketing, and content teams.
- Ensured total data integrity by maintaining accurate associations between contacts, companies, and deals.

- Analyzed sales performance and marketing effectiveness to support executive data-driven decision-making.

## EDUCATION

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### **Descomplica**

**2024 - 2025**

Postgraduate in Data Analysis

### **University of Brasília**

**2012 - 2016**

Undergraduate in Business Administration

## CERTIFICATIONS

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- SQL Bootcamp (Coder House, 2024)
- HubSpot CMS Certification (2023)
- HubSpot Service Hub Software (2023)
- HubSpot Marketing Software (2023)
- HubSpot Sales Software (2023)