

LENNY

HubSpot Implementation Specialist

Cape Town, South Africa

RooCruit

PROFESSIONAL SUMMARY

Certified HubSpot Implementation Specialist with 3 years of hands-on experience delivering end-to-end implementations across all HubSpot tiers (Marketing, Sales, Service, Content, Operations). Proven expertise in solution architecture, complex workflow automation, data migration, and multi-client project management. Skilled at transforming business requirements into scalable HubSpot configurations, optimizing lead management, and driving adoption through clear stakeholder communication.

KEY SKILLS

- **HubSpot All Tiers:** Marketing, Sales, Service, Content, Ops
- **Solutions Architecture:** System Configuration & Object Modeling
- **Data Migration:** Salesforce, Pipedrive, Zendesk (UAT & Mapping)
- **Integrations:** Zapier, Tray.io, Salesforce, CallRail
- **Reporting:** Multi-touch Dashboards & KPI Tracking
- **Project Management:** Asana, Teamwork, ClickUp
- **HubSpot AI:** Content Assistant, ChatSpot, AI Subject Lines
- **Compliance:** GDPR & Data Privacy Governance

PROFESSIONAL EXPERIENCE

HubSpot Implementation Specialist

January 2023 – Present

Leading US-Based Digital Growth Agency (Remote)

- Managed implementations for multiple clients in parallel across all five HubSpot hubs, serving as the primary platform administrator for enterprise-scale ecosystems.
- Produced solution architecture and object models for complex B2B and B2C environments, establishing property governance and naming conventions for scalability.
- Led high-stakes migrations from Salesforce, executing data mapping and UAT protocols to ensure 99%+ data accuracy pre-go-live.
- Built multi-touch attribution dashboards in HubSpot and Looker Studio to align system performance with client KPIs.
- Established CRM hygiene standards that improved overall system efficiency by 20%.
- Drove A/B testing strategies resulting in 15% engagement rate improvements for client campaigns.

HubSpot Implementation Specialist (Intern)

August 2022 – December 2022

International Digital Solutions Firm (Remote)

- Supported end-to-end HubSpot setup and solutions architecture for lifecycle campaigns and lead management.
- Assisted with Salesforce integration testing, data sync validation, and technical troubleshooting.
- Conducted campaign audits and optimization strategies resulting in a 10% conversion rate increase.
- Contributed to platform audits and CRM data hygiene improvements.

KEY ACHIEVEMENTS & IMPACT

- Improved lead routing efficiency by 20% through workflow redesign and automation.
- Achieved 99%+ data accuracy in migration projects with zero post-implementation data issues.
- Reduced CRM administration time by implementing standardized governance frameworks.
- Successfully delivered 3+ concurrent client projects on time and within scope.

EDUCATION & CERTIFICATIONS

Higher Certification in Electrical & Electronics Engineering

Speciss College

HubSpot Academy Certifications (20+):

Marketing Hub | Sales Hub | Service Hub | Content Hub | Workflow Automation | Email Marketing | RevOps | Inbound Marketing | Data Migration | Reporting & Attribution

LANGUAGES

English (Professional Proficiency)