



HUBSPOT ENTHUSIAST LOOKING FOR NEXT ROLE

For the past five years, I've been working in a commercial environment, where I've gained extensive experience with optimizing processes working with a wide range of digital tools, especially with and around HubSpot.

👁️ Looking for a role within RevOps, SalesOps, MOps, CRM, or similar

📍 Fully Remote or Hybrid in Denmark

CONTACT

📍 Golfparken 57, 5750 Ringe

✉️ emil@emiljepsen.dk

☎️ +45 81 71 46 03

🌐 [/in/emiljepsen](https://www.linkedin.com/in/emiljepsen)

PRIMARY TOOL EXPERIENCE

HubSpot

Microsoft Excel

Zapier

Wordpress

Looker Studio

OTHER TOOL EXPERIENCE

- CRM: ActiveCampaign, Pipedrive, Zendesk Sell, HubSpot
- Design: Miro, Invision, Figma
- CMS: Wordpress, Shopify
- Google: Analytics, Search Console, Tag Manager, Looker Studio
- MarTech: Dealfront, Albacross, Dreamdata, Sleeknote, Zapier
- PM: Asana, Jira
- Other: Basic SQL, HTML and CSS

CERTIFICATIONS

- 5 x HubSpot Certified
 - CMS Hub Implementation
 - Sales Hub Implementation
 - Marketing Hub Implementation
 - Platform Consulting
 - Salesforce Integration
 - and counting...

LANGUAGE

- Danish - Native
- English - Full Professional Proficiency

INTERESTS

- Gaming- and esport
- Technology
- Home Assistant (Smart Home System)
- DJ'ing
- Padel tennis

EDUCATION

UCL University College
AP Degree

Marketing Management | 2015 - 2017

WORK EXPERIENCE

Freelance Digital Consultant

Freelance | April 2020 - Now

- Helping companies managing their commercial tool stack, with a focus on HubSpot and tools around HubSpot

Digital Marketing- & CRM-specialist - B2B

IMPACT A/S | June 2021 - June 2023

- CRM Admin (HubSpot)
 - Identify and optimize processes within CRM
 - Ensuring an always up-to-date and clean database in CRM
 - Reporting on commercial-related KPIs
 - Maintenance, development, and setup of custom solutions
 - Importing and exporting data
 - Data synchronization between HubSpot and other systems
 - Setup of custom properties, lists, workflows, reports, and dashboards
- Responsible for tech stack and digital activities in marketing
 - Setup of custom lists and integrations in Dealfront
 - Automation between systems through Zapier
 - Setup tracking in Google Tag Manager
 - Managing integrations and setup of dashboards in Looker Studio
 - Marketing and sales attribution through Dreamdata
 - Responsible for Paid Media and development of CMS (Wordpress)

Everything Digital- and co-founder - B2C

byKlink Scandinavia ApS | October 2020 - May 2021

- Produced handmade ceramic tile tables sold through a Shopify-store

Marketing Manager - B2B/SaaS

Helphouse ApS | August 2018 - April 2020

- CRM Admin
 - Migrated from various sales- and marketing tools to one (HubSpot)
 - Migrated from HubSpot to Zendesk Sell (CRM) & Active Campaign (MA)
 - Maintenance, development, and setup of custom solutions in HubSpot
 - Data synchronization between HubSpot and other systems
- Responsible for various digital tools in sales- and marketing
- Responsible for digital campaigns, strategy, and overall marketing
- Responsible for collaboration with lead gen agency

Technical Customer Support & Marketing

Kviknet.dk ApS | July 2015 - June 2018 AND April 2020 - June 2021

- Responsible for Zendesk setup
 - System architect on Zendesk setup
 - Design of a more streamlined process for internal handling of tickets
 - Setup of help desk and Zendesk widget to reduce the number of tickets
 - Configuration of various triggers and automation
- Setup of IVR system for incoming calls
- Project manager of various customer service- and marketing projects
- Technical customer service through phone- and email

Technical Customer Support - Medion/Lenovo

SNT Deutschland AG - Berlin | August 2013 - July 2015



WORK EXAMPLES

EMIL JEPSEN

+45 8171 4603 / emil@emiljepsen.dk

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HOW MY EXPERIENCE WITH TOOLS CAN BRING VALUE

In my professional experience, I have consistently sought out opportunities to optimize digital processes and data using tools, as I find it highly exciting. As a result, this has always been a part of my responsibilities.

I've often acted as an internal consultant on digital processes, so I have several projects that you can benefit from. I've highlighted a few projects below here.

1. DATA CLEANSING, MAINTAINING, AND MONITORING HUBSPOT

IMPACT relied on data from HubSpot for sales- and marketing reporting, but it was filled with incorrect data, duplicates, and wrong associations between objects, leading to inaccurate reporting. By implementing a new tool, I uncovered the needs and afterward cleaned up data and created a process for maintaining and monitoring data. This resulted in better reporting and improved sales/marketing results.

2. AUTOMATED CSAT PROCESS WITH ZAPIER

I optimized the CSAT process, by allowing client directors to select survey questions in HubSpot. A questionnaire was then generated based on their selections. The customer's responses were automatically sent to custom fields in HubSpot and Google Sheets, providing an easy way to track progress.

3. SETTING UP AND MAINTAINING AUTOMATED FLOWS

I have developed several automated processes which support both sales and marketing operations. Some of these processes handle internal messaging, while others focus on data management and external communication. All of these automated flows have been designed to optimize processes and communication through automation.

4. ANALYZED THE PERFORMANCE OF DIGITAL MARKETING AND SALES CAMPAIGNS

I continuously analyzed the performance throughout all of the digital marketing and sales campaigns. I focused on identifying which content and channels were generating the most qualified leads and what was generating revenue and sales pipeline. I did this with a combination of various data sources and Microsoft Excel.

WHO I AM OUTSIDE WORK

Outside of work, I live with my girlfriend Christine, and our newborn son, Alfred, in a city not far from Odense called Ringe.

In my free time, I enjoy playing video games, playing padel, and working on my smart home setup. I also like to spend time with family and friends and go on small trips around Denmark.

I am also a tech enthusiast and enjoy following the latest future- and tech trends. Whether it's new technology or new cool software that can help me in my everyday life.

Aarhus, 7/11-2022

LETTER OF RECOMMENDATION

I hired Emil Jepsen at IMPACT Commerce in June 2021, and was the overall manager of the marketing department and thus Emil until August 2022.

Emil was hired as a Digital Marketing Specialist with a wide range of responsibilities for the company's data-driven marketing, including Hubspot, segmentation, digital advertising, email marketing, and performance reporting.

Emil quickly showed that he possesses a unique combination of systematic thoroughness and innovative flexibility.

The thoroughness, for instance, was demonstrated in his excellent work in cleaning up and rethinking the use of Hubspot. Here he also showed good teamwork skills and diplomatic sense, as his work naturally overlapped with other departments in the company.

Emil received great recognition from both the sales department and the top management for his work with CRM. Not least because Emil's work enabled us to report more accurately on both marketing performance and sales pipeline.

In addition to a good ability to understand and apply data, I would also highlight Emil's attitude and flexibility. He has an exceptional 'can do' attitude and tackles any task - even if it is not in his job description. He is naturally curious and often takes the initiative to find new and better solutions.

I would always recommend Emil. He is a talented talent with the right attitude, and I am sure that any company that hires him will get a valuable employee.

I am of course available for further questions.

Sincerely,
Kristoffer Okkels

MIND

Kristoffer Okkels
Mindshare Danmark
Director, Digital & Innovation
Mobil: +45 31 54 42 67
Adresse: Europahuset, 8000 Aarhus C
www.mindshareworld.com/denmark

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