



PERSONAL PROFILE


I'm a tech-savvy, organized and analytical digitalist with years of experience working with HubSpot and various digital tools in a commercial environment.

With my natural curiosity about everything digital (especially around HubSpot), I believe I'm a great fit for the Revenue Operations Specialist position at Risika.

CONTACT

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SKILLS

HubSpot	<div><div></div></div>
Microsoft Excel	<div><div></div></div>
Zapier	<div><div></div></div>
Wordpress	<div><div></div></div>
Looker Data Studio	<div><div></div></div>

Excerpt of tools I've worked with

- **CRM:** ActiveCampaign, Pipedrive, Zendesk Sell
- **Design:** Miro, Invision, Figma
- **CMS:** Wordpress, Shopify
- **Google:** Analytics, Search Console, Tag Manager
- **MarTech:** Leadfeeder, Albacross, DreamData, Sleeknote
- **PM:** Asana, Jira
- **Other:** Basic SQL, HTML and CSS

Language

- Danish - Native
- English - Full Professional Proficiency

INTERESTS

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

EMIL JEPSEN x RISIKA

Revenue Operations Specialist



[WATCH MY VIDEO MESSAGE TO YOUR GUYS AT RISIKA HERE: emiljepsen.dk/risika-revenue-operations-specialist](https://www.youtube.com/watch?v=emiljepsen.dk/risika-revenue-operations-specialist)

WORK EXPERIENCE

Digital Marketing- & CRM-specialist - B2B

IMPACT A/S | June 2021 - Now

- CRM (HubSpot) Admin
 - Reporting on commercial-related KPIs
 - Maintenance, development, and setup of custom solutions
 - Importing and extracting data
 - Data synchronization between HubSpot and other systems
 - HubSpot migration with a merged company
 - Setup of countless custom properties, lists, workflows, reports, and dashboards
- Digital marketing and MarTech-related tasks
 - Responsible for tech stack in marketing
 - Project Management of various digital activities
 - Responsible for Paid Media, CMS (Wordpress), and Looker Data Studio
 - Automations between systems through Zapier

Digital Project Manager- and co-founder

byKlink Scandinavia ApS | October 2020 - May 2021

- Production of handmade ceramic tile tables through a Shopify-store
- Worked with various digital tools to support our processes

Freelance marketingconsultant

Forcebuy ApS | April 2020 - October 2020

- Focus on gaming- and esports companies
- Used HubSpot as CRM

Marketing Manager - B2B

Helphouse ApS | August 2018 - April 2020

- Responsible for marketing, including MarTech, CRM- and digital activities
- 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 reporting

Customer Support & Marketing

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

- Project management of various customer service- and marketing projects
- Responsible for Zendesk
 - System architect on Zendesk setup
 - Configuration of various triggers and automations
- Technical customer service through phone- and email

Technical Customer Support

SNIT Deutschland AG - Berlin | August 2013 - July 2015

- Technical support for danish Medion and Lenovo customers

EDUCATION

UCL University College

Marketing Management | 2015 - 2017

Focus on digital marketing and e-commerce.

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

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