




PERSONAL PROFILE


I'm a tech-savvy, structured and analytical digitalist with years of experience working with digital processes through various CRM- and digital tools for B2B companies.

I have extensive experience as a HubSpot-admin and other digital marketing tools, which makes me a great fit for this position at Pleo.

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, HubSpot
- **CMS:** Wordpress, Shopify, Django
- **Google:** Analytics, Search Console
- **Ads:** Facebook, LinkedIn & Google Ads
- **MarTech:** Leadfeeder, Albacross, DreamData, Sleeknote, Zapier
- **PM:** Asana, Jira
- **Other:** Basic SQL, HTML and CSS
- **CS:** Zendesk, Freshdesk

Language

- Danish - Native
- English - Full Professional Proficiency

INTERESTS

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

EMIL JEPSEN x PLEO

Business Architect & Tech Senior Analyst



[WATCH MY VIDEO MESSAGE TO YOUR GUYS AT PLEO HERE: emiljepsen.dk/pleo-business-architect-and-tech-senior-analyst](https://emiljepsen.dk/pleo-business-architect-and-tech-senior-analyst)

WORK EXPERIENCE

Digital Marketing- & CRM-specialist - B2B

IMPACT A/S | June 2021 - Now

- Responsible for MarTech, CRM (HubSpot)- & digital activities
- My role involves acting as an internal consultant for digital processes and tools
 - Support HR, Client Directors, and Sales team with processes around digital tools such as HubSpot, Leadfeeder, and Zapier
- CRM/HubSpot Admin
 - Reporting on commercial-related KPIs through HubSpot
 - Maintenance, development and setup of customized solutions in HubSpot
 - Data synchronization between HubSpot and other systems
 - HubSpot migration with a merged company
- 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

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

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 and development of 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

- Responsible for Zendesk
 - System architect on Zendesk setup
 - Setup of a more streamlined process for handling internal tickets
 - Configuration of various triggers and automations
- Technical customer service through phone- and email
- Project management of various customer service- and marketing projects

Technical Customer Support

SNT 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.



COVER LETTER

EMIL JEPSEN x PLEO

Business Architect & Tech Senior Analyst
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WHY PLEO AND ME?

I've been using Pleo for a few years and I think it's a fantastic product. Plus, Pleo seems like one of the most exciting startups in recent times with a cool work environment that aligns with my values - flat hierarchy, startup energy, and a trust-based approach. What's not to like?

With prior experience in managing processes and architecture in digital tools, especially HubSpot, and a passion for exploring and utilizing new tools, I believe I can add value to this new team in Pleo.

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, it 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 I can benefit from in this role. I've highlighted a few projects below here.

1. DATA CLEANSING, MAINTAINING, AND MONITORING HUBSPOT

IMPACT relied on data from HubSpot in relation to 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 our 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 that 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.

WHO I AM OUTSIDE WORK

Outside of work, I live with my girlfriend, Christine, in a city not far from Odense named Ringe.

In my free time, I enjoy playing video games 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

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