



PERSONAL PROFILE


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

As a person, I have a natural curiosity for everything digital. I'm an analytical thinker who is always eager to develop my skills and knowledge.

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 Studio	<div><div></div></div>

Excerpt of tools I've worked with

- **CRM:** ActiveCampaign, Pipedrive, Zendesk Sell, HubSpot
- **Design:** Miro, Invision, Figma
- **CMS:** Wordpress, Shopify
- **Google:** Analytics, Search Console, Tag Manager, Looker Studio
- **MarTech:** Leadfeeder, Albacross, DreamData, Sleeknote, Zapier
- **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

Looking for jobs withing RevOps, MOps, CRM etc.

WORK EXPERIENCE

Digital Marketing- & CRM-specialist - B2B

IMPACT A/S | June 2021 - Now

- 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
- Digital marketing and MarTech-related tasks
 - Responsible for tech stack in marketing
 - Setup of custom lists and integrations in Leadfeeder
 - Automations between systems through Zapier
 - Project Management of various digital activities
 - Responsible for Paid Media, CMS (Wordpress), and Looker Studio
 - Setup tracking in Google Tag Manager

Marketing Manager- and co-founder - B2C

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

- 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

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

SNT Deutschland AG - Berlin | August 2013 - July 2015

- 2 years abroad in Berlin
- 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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