



# EMIL JEPSEN x **Oyster**

## Marketing Operations Manager, Automation



[WATCH MY VIDEO MESSAGE TO YOUR GUYS AT OYSTER HERE:](https://www.youtube.com/watch?v=...)  
[emiljepsen.dk/oyster-marketing-operations-manager-automation](https://emiljepsen.dk/oyster-marketing-operations-manager-automation)

### CONTACT

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### PERSONAL PROFILE

I'm a digital marketer with about 4-5 years of experience working with HubSpot and MarTech in B2B marketing and sales.

With my natural curiosity about everything digital (especially around HubSpot and MarTech), I believe I'm a great fit for the position as Marketing Operations Manager, Automation at Oyster.

### 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>

- **CRM:** ActiveCampaign, Pipedrive, Zendesk Sell
- **Design:** Miro, Lucidcharts, 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

### WORK EXPERIENCE

#### Digital Marketing- & CRM-specialist - B2B

IMPACT A/S | June 2021 - Now

- Responsible for MarTech, Marketing Automation, HubSpot- & digital activities
- HubSpot, CRM & MA
  - Setup of marketing automation and lead scoring
  - Reporting and data analysis on commercial-related KPIs
  - Coordinating with stakeholders reg. custom solutions
  - Making sure that we utilize data in a commercial setting
  - Setup of reports and dashboards
  - Manage and maintain data integration between HubSpot and core systems
- Digital Marketing and MarTech-related tasks
  - Responsible for tech stack in marketing
  - Analyzing marketing- and sales data
  - Automation between systems through Zapier
  - Setup of dashboards and metrics in Looker Studio
  - Responsible for Paid Media and CMS (Wordpress)
  - Project Management of various digital activities

#### Digital Marketing- and co-founder

byKlink Scandinavia ApS | October 2020 - May 2021

- Production of handmade ceramic tile tables and sell through a Shopify-store

#### Freelance Marketing Consultant

Forcebuy ApS | April 2020 - October 2020

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

#### Marketing Manager - B2B/SaaS

Helphouse ApS | August 2018 - April 2020

- Responsible for marketing, including MarTech, CRM/MA- and digital activities
- HubSpot, CRM & MA
  - Setup of inbound marketing flows
  - Setup of marketing automation for Zendesk Apps created by helphouse.io
  - Migrated from various sales- and marketing tools to one (HubSpot)
  - Maintenance, development, and setup of custom solutions in HubSpot
  - Migrated from HubSpot to Zendesk Sell (CRM) & Active Campaign (MA)
- 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

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.

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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