



## 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 sales- and marketing tools, which makes me a great fit for this position at Zapier.

## CONTACT

 Golfparken 57, 5750 Ringe

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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 ZAPIER

## Sr. Revenue Operations Technology Specialist



**WATCH MY VIDEO MESSAGE TO YOU GUYS AT ZAPIER HERE:**  
[emiljepsen.dk/zapier-sr-revenue-operations-technology-specialist](https://emiljepsen.dk/zapier-sr-revenue-operations-technology-specialist)

## WORK EXPERIENCE

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

IMPACT A/S | June 2021 - Now

- CRM (HubSpot) Admin
  - Ensuring an always up-to-date and clean database in HubSpot
  - 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 custom properties, lists, workflows, reports, and dashboards
- Digital marketing and MarTech-related tasks
  - Responsible for tech stack in marketing
  - Setup of custom lists in Leadfeeder
  - Automations between systems through Zapier
  - 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
- 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

- Technical support for danish Medion and Lenovo customers

## EDUCATION

### UCL University College

Marketing Management | 2015 - 2017

Focus on digital marketing and e-commerce.



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In a few sentences or bullet points, tell us how many years of experience you have working with Marketing or Sales tooling and the systems(s) you've set up or managed. What results did the system(s) drive?

For the past 4-5 years, I've worked in a wide range of different Marketing and Sales tooling. For instance, Zapier (of course), HubSpot, Leadfeeder, Looker Data Studio, and Dreamdata - to name a few.

I've focused on tying these tools together so data flows between them, mainly as HubSpot as the go-to platform. Ultimately, the result is that data is easily accessible from one platform, and the amount of manual work has been reduced.

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Tell us about a time you onboarded Sales or Marketing teams to a new tool. How did you plan and execute the rollout? What went well, and what could have improved?

When I implemented Dreamdata in IMPACT my primary focus was on implementing the tool and ensuring it was all set up correctly. The implementation process went quite smoothly and marketing could quickly see the value in it, as we started to use it to analyze data.

While the implementation in marketing went well, I learned that I was maybe too solely focused on the implementation in marketing.

I should have spent more time planning and discussing the value of the tool with our Sales team to ensure their buy-in and engagement with it, so it could be tailored to their needs as well. This is a process we're in now, but this should have been done from the beginning.

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What's the latest thing you've automated (at work or outside of work)?

The latest thing I've automated is every time HubSpot identifies marketing activity from contacts within specific defined companies, it will push a message to a certain Slack channel.

This helps our Client Directors to see what kind of services their customers show interest in, so they can use that as a conversation starter.

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What are your go-to resources for keeping updated on different Revenue Operations practices?

LinkedIn, where I follow a bunch of people within the RevOps area. Also, I'm a part of the MarketingOps Slack Channel and just applied to be a member of the RevOps Co-op community as well.

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What location will you work from?

Denmark

Are you legally authorized to work in that location without employer-based sponsorship?

Yes

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**  
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# SHARE