

# Nathaniel Hughes

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## Profile

A technically driven CRM and systems specialist with hands-on experience managing HubSpot, leading CRM migrations, and developing automated workflows that improve operational efficiency. Skilled in data management, API integrations, and cross-team technical support, with a strong background in marketing operations and customer engagement. Known for problem-solving, clear communication, and delivering scalable solutions in fast-paced environments.

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## Skills

- Microsoft Office
  - JavaScript
  - HubSpot
  - HTML + CSS
  - API Integrations
  - GraphQL
  - Data Management
  - ReactNative
  - CRM Solutions
  - Technical Support
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## Education

Sep 2020 – Jul 2023	Sports and Exercise Sciences (BSc), University of Leeds
Sep 2018 – Apr 2020	ABB at A level, A at AS level, Redborne Sixth Form
Sep 2015 – Jun 2018	9 GCSEs Grade 6 and above including a 9 in PE and 8 in Biology and Maths

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## Employment History

Oct 2024 – Present **Database & Systems Coordinator, TAC Insights**

Technical lead for HubSpot, supporting all teams and driving CRM optimisation, automation, and data-driven process improvements.

- Key contributor to the CRM migration from ActiveCampaign to HubSpot, including data cleaning, workflow creation, and building technical processes for marketing and sales.
- Developed API integrations between HubSpot and EventsAir using GraphQL and Zapier.
- Designed and delivered HubSpot training sessions and produced the company's CRM training manual.
- Provided in-person technical support at international events.
- Built and deployed the company's HubSpot AI chatbot.
- Researched compliance requirements and implemented processes to ensure organisational adherence.

*Aug 2023 – Oct 2023*

### **Estate Agent Internship, Household Estate Agents**

- Conducted property viewings and inspections, providing clear information to prospective buyers and renters.
- Supported investment analysis for clients exploring HMO opportunities.
- Assisted in creating marketing materials and listings to increase property visibility.
- Managed client communication throughout the transaction process, ensuring a smooth customer experience.

*Jun 2022 – Aug 2022*

### **Marketing Intern, Circus Street**

Circus Street is a digital skills training platform delivering interactive online courses for global enterprise teams.

- Updated competitor analysis with the sales team to strengthen product positioning.
- Designed a social media campaign to support recruitment and lead generation, which was implemented after the internship.

*Sep 2020 – Mar 2021*

### **Social Media Marketing Executive, FutureFX**

I was responsible for advertising the product through social media channels (Instagram and Facebook) to generate leads. Following this, I had to negotiate these leads into sales.

- Managed social media advertising across Instagram and Facebook to generate qualified leads
- Led a team of six marketers and consistently ranked as a top sales person for 5 out of eight months
- Ran successful giveaway campaigns that increased lead generation by 200% and doubled sales

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## **Hobbies**

- Boxing (junior national finalist)
- Football (Luton Town youth academy)
- Live Events (recently attended the British golf open and the Euro's in Germany)
- Travelling (visited over 40 countries)
- Website & App Development

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## **Extracurricular Activities**

- Volunteered to teach English in Poland for a month and earned my TEFL qualification
- During sixth form I was a mentor and a tutor for students doing their GCSEs