-WHY I'D LOVE TO WORK FOR-

HUBSPOT

Hoping To Inbound My Way To HubSpot

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· Inbound Marketing Professor · (Hopeful)



A Publication of



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INTRODUCTION =

I love the culture, the people, and the products HubSpot produces, and even more, I love the mission of HubSpot.

= PREFACE: Q & A =

Q: Are you willing to move to Cambridge?

Sure am! One of the greatest opportunities about working at HubSpot is about being surrounded by brilliant talent.

Q: Why are you looking to leave your current job?

I want to work for an organization that loves customers as much as I do. My experience has taught me that companies that love the customer will succeed. **HubSpot Loves Their Customers.**

Q: What separates you from everyone else?

#1 I was asked if I wanted a job by @MarkKilens.

#2 I won TWO inbound tickets from HubSpot (one by **Kipp Bodnar (ask him about it! or read here!)** for my website Hubspotters.com and another by **Laura Fitton** for sending her an ebook on why I deserved the ticket).

#3 The eBook will explain more. If not, how many eBooks have you received from applicants?

CHAPTER

The Fit

It's About the Fit

HUBSPOT

Why would I make a good fit?

My training, education, and current work focuses on content creation, SEO, SEM, social media marketing, blogging, landing pages, marketing analytics, inbound sales, lead nurturing (we are doing that now:), and much, much more.

Add my knowledge of Inbound Marketing with my love for teaching and customers, we get:

- Passion about empowering HubSpot customers with the knowledge and skills to transform their marketing
- Commitment to creating marketing that people love.
- **Able to take complex marketing and technical concepts and** distill them into bitesized pieces that novice inbound marketers can understand.
- A motivational public speaker that can get people extremely excited and ready to take what they learn and do it. (I taught public speaking at a local college)
- I am not afraid of words like: 301 Redirect, .htaccess, disavowing links, DNS, API, HTML5, CSS, PHP, or Javascript (okay, maybe I am a little afraid of javascript, but I am learning it now! *Putting the Humble in the HEART.)
- I've been a customer before. I understand where customers are coming from. Any chance I get, I help people understand difficult concepts on my blog: elioverby.net

CHAPTER

2

The Knowledge

KNOWLEDGE

HubSpot

Let's Let the Data Speak:

By the end of the year, using Inbound Principles, I will have increased our company's sales and project to reach half a million in B2B and 2M in B2C.

I can help your customers because I've been there. I've needed to learn Inbound quickly to "get it to work".

I 've worked in Small Business too!

J. Eli Overbey

Marketing, Content, and Analytics

WORK EXPERIENCE

Thriveworks | 2012 - Present

Marketing Manager (Promoted from SEO Manager)

At Thriveworks (a 6 year-old Boston-based startup), I am in charge of the strategic marketing accounts, both in-house and with clients and private practices across the U.S. Additionally, I plan and execute campaigns that feed leads for our B2B and B2C products. In my role, I am privileged to lead a team of 4.

In my time with Thriveworks, I have:

- Multiplied B2B Sales: I will have increased B2B and B2C sales - and project to reach half a million in B2B and 2.5M in B2C sales.
- Advanced Lead Generation: I have increased leads by over 300% (organic and paid).
 - PPC: For every \$0.34 I spend on Google Adwords for the company, we make \$10.00.
 Budget: Unlimited
 - Inbound Marketing: I implemented our inbound marketing strategy to drive traffic and leads through content creation, SEO, SEM, landing pages, A/B Testing, lead nurturing, etc...
 - Search Engine Optimization: Ranked highly competitive keywords and multiple (20+) websites in the top 3 on Google, Bing, and Yahoo.
 - Rebranding Campaign: I coordinated our rebranding by: building our sites, contracting vendors for artwork, and purchasing new company assets.

Catalyst | 2011 - 2012

Web Marketing and Graphic Design

At Catalyst, I led the creative efforts for our marketing and design. This included everything from providing creative direction in marketing, print design, internet marketing, logo creation, and working with vendors (including Harris, Verizon, Daniels, and Tait Communications).

In my time with Catalyst, I:

- Created new marketing concepts for Catalyst, as well as developed and updated the look and feel of existing creative assets and brand standards.
- Developed and implemented print collateral, signage, event support materials, logos and a UI for two new products (including a touchscreen console).

ABOUT ME

My passion for communication and marketing have driven me to teach myself various skills and technical abilities. Since this field is ever changing, I know I will never "arrive" but will enjoy learning new ideas and processes. At the end of the day, I hope to make marketing people love.

SKILLS AND CERTIFICATIONS

HTML5	•	•	•	•	•	•	•		
CSS3	•	•	•	•	•		•		
PHP	•	•	•	•					
Javascript	•	•	•	•					
HTML Emails	•	•	•	•	•		•		
Google Analytics	•	•	•	•	•	•	•		
Adwords (Certified)	•	•	•	•	•	•			
Wordpress (CMS)	•	•	•	•	•		•		
SEO .	•	•	•	•	•		•		
SEM	•	•	•	•	•	•			
RWD	•	•	•	•	•	•			
Dreamweaver	•	•	•	•	•		•		
Illustrator	•	•	•	•	•	•			
Photoshop	•	•	•	•	•	•	•		
InDesign	•	•	•	•	•	•			
Photography (SLR)	•	•	•	•	•		•		
Microsoft Office	•	•	•	•	•		•		
Blogging	•	•	•	•	•	•	•		
Content Curation	•	•	•	•	•	•			
Public Speaking	•	•	•	•	•	•			
Videography	•	•	•	•	•	•	•		

EDUCATION

Masters of Arts: Communication

Liberty University | 2011-2012

Masters Thesis: Studied the effect Twitter, specifically #hashtags, had on a Fortune 100.

• Graduate School Honors | GPA: 4.0

B.S. Communication

Liberty University | 2007-2010

Specialization: Advertising and Public Relations

- Summa Cum Laude | GPA: 3.92
- Vice President of Lambda Pi Eta (Honors)

INBOUND A JOB?



@markkilens I proudly display my inbound certification on my site http://elioverbey.net/ Thanks for all you and your @HubSpotAcademy do!

- @EliOverbey 21 Oct

@elioverbey Our pleasure! You want/need a job. :-) DM if you have any interest.

- @MarkKilens 21 Oct



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HEART

HEART

HUBSPOT

Humility

E ffective

Adaptable

Remarkable

Transparent



I'll be the first to admit, I don't know everything, but I can learn it fast. In fact, I've taught myself in many areas (including front end development).



I can get stuff done. I am resourceful and just start doing.





I enjoy change. I know that with inbound marketing, if your are not constantly changing and learning, you are not doing it well.





I hope to be smart, creative, and resourceful. If I can't do that in a job application, will I ever be able to do that at work?





If we are being open and honest: I love to cook.



MOST EMPLOYERS SPEND

7 SECONDS

LOOKING AT A RESUME

I think we have surpassed that now. Mark, (and @GoodmanRE, @ChrisLoDolce, @sbedrick, etc) I'd love to work with you. I already follow and learn from you on Twitter.

SET UP INTERVIEW TIME?

