Jeffrey Mutchnik

HubSpot Administrator

jmutchnik21@gmail.com   (847) 767-9719   Chicago, IL   linkedin.com/in/jeffrey-mutchnik

SKILLS

HubSpot Expertise
- Marketing Hub (Admin)
- Sales Hub (Admin)
- Service Hub (Admin)
- CRM Data Management
- Workflow Automation
- Lead Scoring & Routing

Implementation
- CRM Migration & Setup
- Integration Architecture
- Custom Object Configuration
- Lifecycle Stage Design
- Attribution Reporting
- Email Deliverability

Technical
- HubL & Custom Modules
- API Integration
- HTML/CSS/JavaScript
- SQL & Python
- Data Analysis

INTEGRATIONS

HubSpot (All Hubs - Admin)
Salesforce / Pardot
Shopify
ZoomInfo / 6Sense
Google Analytics 4
Zoom / GoToWebinar
Zapier / Make
Stripe / Payment Processors
WordPress / Webflow
Slack / Microsoft Teams

HUBSPOT CERTIFICATIONS

HubSpot Marketing Software (3x)
HubSpot Inbound Marketing
HubSpot Email Marketing

EDUCATION

University of Denver
BA, Emergent Digital Practices
Minors: Marketing, Studio Art
Dean's List | 2018

SUMMARY

HubSpot Administrator with 8+ years of hands-on experience implementing and optimizing HubSpot across Marketing, Sales, and Service Hubs. Led **4 successful HubSpot implementations** including enterprise migrations from Salesforce. Proven ability to design CRM architecture, build complex workflows, and train cross-functional teams. Track record of driving measurable results: **1,200% webinar registration growth**, **44% of company pipeline**, and **$20M+ qualified leads**.

PROFESSIONAL EXPERIENCE

HubSpot Implementation Consultant | Self-Employed   2023 - Present

HubSpot consulting for B2B healthcare technology companies.

- Implemented complete HubSpot CRM architecture for Ambience Healthcare (AI startup), including **lead scoring, routing workflows, and qualification automation** contributing to $2.5M ARR in 30 days
- Advising startups on HubSpot setup, CRM migration strategy, and marketing automation best practices
- Building custom integrations and automation workflows using HubSpot APIs and third-party tools
- Certified in HubSpot Marketing Software with ongoing platform expertise development

Marketing Technology Manager | American Academy of Sleep Medicine   Oct 2023 - Apr 2025

- Led **enterprise HubSpot Marketing Hub migration** with 100% data integrity; designed lifecycle stages, custom properties, and reporting dashboards for 13,000+ member organization
- Expanded to **HubSpot Service Hub**: implemented AI-powered chatbot, ticketing workflows, and knowledge base integration reducing support ticket volume
- Built **70+ automated workflows** including lead nurturing sequences, webinar registration flows, and member onboarding journeys driving 1,200% YoY registration increase
- Integrated HubSpot with **Shopify e-commerce**, payment processing, and 8+ web properties across multiple brand domains
- Trained team of 3 specialists and created documentation for HubSpot administration and best practices

Senior Marketing Manager | PatientIQ   Jul 2020 - May 2023

- **Led Salesforce to HubSpot migration** with 100% data integrity; designed complete CRM architecture including lead scoring, lifecycle stages, and attribution models
- Generated **44% of company pipeline** ($6M ARR) through HubSpot-powered ABM campaigns, automated nurture sequences, and lead scoring optimization
- Built custom **HubSpot reporting dashboards** for executive team, enabling data-driven decisions that contributed to $20M Series B
- **Trained entire organization** on HubSpot CRM; developed comprehensive documentation and onboarding materials for sales, marketing, and customer success
- Integrated HubSpot with ZoomInfo, 6Sense intent data, and Webflow website for seamless lead capture and enrichment

Creative Director & Marketing Manager | cliexa   May 2017 - Jul 2020

- **First marketing hire**; established HubSpot as primary CRM and marketing automation platform from initial setup through advanced implementation
- Achieved **4,350% lead capture increase** through HubSpot forms, landing pages, and automated lead nurturing workflows
- Built email marketing program from scratch driving **826% organic traffic growth** through integrated HubSpot campaigns
- Configured HubSpot integrations with Salesforce, website analytics, and third-party tools for unified reporting