Jeffrey Mutchnik

Marketing Operations Manager

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

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SKILLS

Marketing Operations
- CRM Architecture & Migration
- Marketing Automation
- Lead Lifecycle (MQL/SQL)
- Revenue Attribution
- Data Governance
- Process Optimization

Analytics & Reporting
- Pipeline Analytics
- Campaign Attribution
- Performance Dashboards
- Marketing Analytics
- Forecasting
- Revenue Operations

Technical
- SQL & Python
- API Integration
- HTML/CSS/JavaScript
- Workflow Automation
- Data Analysis & Dashboards

TOOLS

- HubSpot (Admin - All Hubs)
- Salesforce / Pardot
- Google Analytics 4 / Search Console
- ZoomInfo / 6Sense / Bombora
- Power BI / Looker
- Segment / Zapier
- SEMrush / Ahrefs
- Jira / Asana / Monday.com
- ChatGPT / Claude / Cursor

EDUCATION

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

CERTIFICATIONS

- HubSpot Marketing Software (3x)
- Google Digital Marketing & E-Commerce
- Google AI Essentials
- ZoomInfo MarketingOS
- Google Ads (Search & Display)

SUMMARY

Marketing operations leader with 8+ years optimizing revenue-generating systems for B2B healthcare technology companies. Track record as **first marketing hire at 3 startups**—building scalable infrastructure, CRM architecture, and data-driven processes from scratch. Generated **44% of company pipeline** through systematic demand generation and attribution modeling. HubSpot and Salesforce expert with multiple successful enterprise migrations.

PROFESSIONAL EXPERIENCE

Marketing Operations Consultant | Self-Employed   2023 - Present

Marketing operations consulting for B2B healthcare technology companies.

- Implemented HubSpot CRM architecture for Ambience Healthcare (AI medical scribe), including lead scoring, routing, and qualification workflows that contributed to **$2.5M ARR** in first 30 days
- Advising multiple early-stage startups on marketing technology strategy, CRM selection, and lead lifecycle design
- Developed home automation systems and technical projects building fluency in Python, API integration, and modern development workflows
- Leveraging AI tools (ChatGPT, Claude, Cursor) for workflow optimization, data analysis, and process automation

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

- Led enterprise CRM migration to HubSpot Marketing Hub with **100% data integrity**; integrated 5+ data vendors while standardizing lifecycle stages and reporting across 10 brand properties
- Expanded HubSpot to Service Hub: launched AI-powered chatbot and ticketing workflows using knowledge base integration, reducing support ticket volume
- Engineered sophisticated **revenue attribution system** enabling granular ROI tracking across digital touchpoints and multiple brands
- Drove **1,200% YoY increase** in webinar registrations through automated nurture sequences and list segmentation optimization
- Managed team of 3 specialists while building **Shopify e-commerce platform** with payment processing and HubSpot CRM integration

Senior Marketing Manager | PatientIQ   Jul 2020 - May 2023

- **First marketing hire**; built complete marketing operations infrastructure including CRM, automation, analytics, and reporting from scratch
- Generated **44% of company pipeline** ($6M ARR) through systematic ABM strategy with documented lead scoring algorithms and routing logic
- Migrated CRM from Salesforce to HubSpot; designed and documented complete lead lifecycle including attribution models and segmentation frameworks
- Rebuilt website on **Webflow** achieving **235% increase** in organic traffic; contributed to **$20M Series B** through data-driven reporting
- Trained entire organization on HubSpot CRM; developed documentation and onboarding materials for sales, marketing, and customer success

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

- **First marketing hire**; established marketing technology stack, processes, and analytics infrastructure from the ground up
- Achieved **826% organic traffic growth** and **4,350% lead capture increase** through data-driven SEO and conversion optimization
- Built reporting dashboards and campaign analytics framework that enabled data-driven decision making across the organization
- Denver Startup of the Year finalist (2019); secured **American College of Cardiology partnership** through strategic positioning
- Developed go-to-market co-branding strategies with Microsoft Healthcare and University of Northern Colorado