Jeffrey Mutchnik

Marketing Technology Manager

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SKILLS

Marketing Technology
- Marketing Automation
- CRM Architecture & Migration
- Lead Lifecycle (MQL/SQL)
- Attribution Modeling
- Revenue Operations
- Customer Journey Mapping

Digital Marketing
- SEO/SEM Strategy
- Email Marketing
- ABM Campaigns
- Paid Media (LinkedIn, Google)
- Content Strategy
- Marketing Analytics

Technical
- HTML/CSS/JavaScript
- SQL & Python
- API Integration
- Web Development
- Data Analysis & Dashboards

TOOLS

- HubSpot (Marketing, Sales, Service)
- Salesforce / Pardot
- Google Analytics 4 / Search Console
- WordPress / Webflow / Shopify
- ZoomInfo / 6Sense / Bombora
- LinkedIn Campaign Manager
- Figma / Adobe Creative Suite
- 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 Technology Strategist with 8+ years driving revenue growth for B2B healthcare technology companies. Track record as **first marketing hire at 3 startups**—generating $20M+ pipeline, contributing to $20M Series B, and building full-stack marketing technology infrastructure from scratch. HubSpot and Salesforce expert with deep experience in marketing operations, marketing automation, and emerging technologies including AI-powered tools.

PROFESSIONAL EXPERIENCE

Marketing Technology Consultant | Self-Employed   2023 - Present

Strategic consulting for B2B healthcare technology companies.

- Advised Ambience Healthcare (AI medical scribe startup) on go-to-market strategy, contributing to **$2.5M ARR** within 30 days of product launch through targeted campaigns and HubSpot implementation
- Advising multiple early-stage startups on marketing technology strategy, CRM selection, and lead lifecycle design with highly organized, detail-oriented approach
- Building fluency in emerging technologies including Python, API integration, and AI-powered tools (ChatGPT, Claude) for marketing automation efficiency improvements
- Completed Google AI Essentials certification; leveraging AI to improve efficiency across marketing operations and content workflows

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

- Rebuilt **8+ web properties** serving 13,000+ members; worked cross-functionally with IT, product, and creative teams to integrate HubSpot, Shopify, and marketing technology stack
- Led enterprise CRM migration to HubSpot Marketing Hub with 100% data integrity; expanded to Service Hub with **AI-powered chatbot** and ticketing workflows
- Drove **1,200% YoY increase** in webinar registrations through automated nurture campaigns and multi-brand email marketing optimization
- Built **Shopify e-commerce platform** with payment processing, inventory management, and CRM integration—demonstrating strong communication skills across departments
- Managed team of 3 specialists; implemented highly organized marketing operations processes and comprehensive SEO strategy

Senior Marketing Manager | PatientIQ   Jul 2020 - May 2023

- **First marketing hire**; built marketing technology infrastructure and demand generation engine from scratch, scaling from 0 to 50 MQLs/month
- Generated **44% of company pipeline** ($6M ARR) through integrated ABM strategy with Salesforce and HubSpot, supporting 10x ARR growth
- Contributed to **$20M Series B** fundraise through detail-oriented investor deck design and cross-functional sales enablement collaboration
- Rebuilt website on **Webflow** achieving **235% increase** in organic traffic; migrated CRM from Salesforce to HubSpot with 100% data integrity
- Trained entire organization on marketing technology stack; developed documentation demonstrating strong communication skills and outreach capabilities
- Created co-marketing program with customers for testimonial videos, webinars, and case studies—improving commercial operations efficiency

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

- **First marketing hire**; established marketing technology infrastructure, analytics, and go-to-market strategy from the ground up
- Achieved **826% organic traffic growth** and **4,350% lead capture increase** through highly organized SEO and conversion optimization
- Secured **American College of Cardiology partnership**; ACC Innovation Challenge finalist and Denver Startup of the Year finalist (2019)
- Worked cross-functionally with product and engineering to lead UI/UX design for digital health applications
- Executed integrated multi-channel campaigns spanning web, email, social media, paid advertising with analytical approach to marketing operations
- Developed co-branding strategies with Microsoft Healthcare—demonstrating strong outreach and communication skills with enterprise partners