

# JEFFREY MUTCHNIK

## Marketing Technology Manager

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### SUMMARY

Marketing Technology Manager 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 the ground up. HubSpot and Salesforce expert with deep experience in marketing operations, marketing automation, and emerging technologies including AI-powered tools. Highly organized with strong communication skills and ability to work cross-functionally.

### WORK HISTORY

#### Marketing Technology Consultant

Self-Employed, Chicago, IL

January 2023 - Present

- Generated \$2.5M in annual recurring revenue within 30 days for Ambience Healthcare through go-to-market strategy and HubSpot implementation with enthusiasm for emerging AI technology
- Advising early-stage startups on marketing technology strategy, CRM selection, and lead lifecycle design through collaboration with founders and customer success teams
- Building expertise in emerging technologies including Python, API integration, and AI-powered tools for marketing automation; improved efficiency by 40% in content workflows

#### Marketing Technology Manager

American Academy of Sleep Medicine, Darien, IL

October 2023 - April 2025

- Increased webinar registrations by 1,200% year-over-year through automated nurture campaigns and multi-brand email marketing optimization
- Rebuilt 8 web properties serving 13,000+ members through cross-functional collaboration with IT, product, creative, and customer success teams
- Led enterprise CRM migration to HubSpot Marketing Hub with 100% data integrity; expanded to Service Hub with AI-powered chatbot reducing ticket volume by 30%
- Built Shopify e-commerce platform generating \$500K+ in annual sales with payment processing, inventory management, and CRM integration
- Managed team of 3 specialists with highly organized marketing operations processes; improved campaign efficiency by 50%

#### Senior Marketing Manager

PatientIQ, Chicago, IL

July 2020 - May 2023

- Generated 44% of company pipeline totaling \$6M ARR through integrated ABM strategy with Salesforce and HubSpot collaboration
- Increased annual recurring revenue by 10x from \$300K to \$3M through demand generation and customer success initiatives
- Contributed to \$20M Series B fundraising through detail-oriented investor deck design and cross-functional sales enablement outreach
- Increased organic traffic by 235% after rebuilding website on Webflow; migrated CRM from Salesforce to HubSpot with 100% data integrity
- Scaled marketing qualified leads from 0 to 50 MQLs per month as first marketing hire; created co-marketing program improving commercial operations

#### Creative Director and Marketing Manager

cliexa, Denver, CO

May 2017 - July 2020

- Increased organic traffic by 826% and lead capture by 4,350% through highly organized SEO and conversion optimization
- Secured American College of Cardiology partnership through strategic outreach; ACC Innovation Challenge finalist and Denver Startup of the Year finalist 2019
- Led cross-functional collaboration with product and engineering for UI/UX design of digital health applications
- Executed integrated multi-channel campaigns with analytical approach to marketing operations improving customer success metrics
- First marketing hire; established marketing technology infrastructure with enthusiasm for building brand from early stage

### SKILLS

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

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

**Technical:** HubSpot (Admin), Salesforce, HTML/CSS/JavaScript, SQL & Python, API Integration, Data Analysis & Dashboards, Emerging Technologies, AI Tools

**Tools:** HubSpot (Marketing, Sales, Service), Salesforce/Pardot, Google Analytics 4, WordPress/Webflow/Shopify, ZoomInfo/6Sense/Bombora, LinkedIn Campaign Manager, Figma, SEMrush/Ahrefs, Jira/Asana

### EDUCATION

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

### CERTIFICATIONS

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