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**keka** Keka HR

## Revenue Operations - HubSpot

Hyderabad, Telangana, India · 2 weeks ago · 77 people clicked apply

✓ On-site ✓ Full-time

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### Your AI-powered job assessment

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&lt; · How can I best position myself? ♦ Tailor my resume · &gt; :

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### About the job

#### About Company

Keka has been a silent revolution in the making since our launch 7 years ago. Our steadfast focus on building an employee-centric HR platform was well received by more than 8500 businesses across India and the world. Today we are India's #1 platform in the segment with the greatest number of new customers adopting the platform. All with zero advertising spend and pure customer love. We are an organization built by our employees. The passion and the extreme ownership that our people bring to the table are contagious. We don't hide our shortcomings and we aren't afraid to ask for help. When we fail, we learn, adapt, and do better in the future. This open culture encourages our people to innovate, regardless of their function and across departmental boundaries.

#### Job Description

As a CRM Specialist at Keka, you will be responsible for the effective implementation, customization, and management of our CRM system. You will work with the Head of Revenue Operations and collaborate closely with our sales, marketing, and customer support teams to ensure that our CRM system is aligned with our business goals and objectives. Your expertise in HubSpot and Salesforce CRM will be instrumental in streamlining processes, improving data accuracy, and enhancing the overall customer experience.

#### Responsibilities

- Hubspot Skills: Experience with Marketing Hub, Sales Hub, Service Hub & Ops Hub. Experience across all or most of these products is a big plus
- CRM Customization: Customize HubSpot CRM to meet the specific needs of our organization, including creating custom properties, contact records, and lead scoring models.

- **Integration:** Integrate HubSpot CRM with other third party tools and platforms used by the sales, marketing, and customer support teams to ensure seamless data flow and communication.
- **Data Management:** Maintain data integrity by overseeing data imports, data cleansing, and regular data quality checks. Implement best practices for data organization and storage.
- **Automation:** Develop and implement workflow automations, email marketing automation, and lead nurturing campaigns within HubSpot CRM to improve efficiency and productivity.
- **Reporting and Analytics:** Generate custom reports and dashboards to track key performance metrics, analyze sales and marketing data, and provide actionable insights to the team.
- **User Training:** Train team members on HubSpot CRM best practices, usage guidelines, and new features to maximize user adoption and proficiency.
- **Optimization:** Continuously optimize and improve CRM processes, workflows, and configurations to enhance user experience and drive better results.
- **Technical Support:** Provide technical support and troubleshooting assistance to CRM users, resolving any issues or challenges they encounter.
- **Other Tools (Good to have):** Ad Platforms, Onboarding tools, Dialler tools, Forecasting tools, Conversation AI platforms, Data warehouse, Product analytics tools, Service and Success tools
- **Advanced Excel** are a must

#### Requirements

- Bachelor's degree in a related field or equivalent work experience.
- Proven experience as a Hubspot CRM, with in-depth knowledge of HubSpot CRM functionalities.
- Strong understanding of CRM best practices, lead management, and marketing automation.
- Proficiency in data management and data analysis.
- Excellent communication and interpersonal skills.
- Detail-oriented with a strong focus on accuracy.
- Ability to work collaboratively in a team-oriented environment.
- HubSpot CRM certifications (HubSpot Academy) a plus.

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Revenue Specialist, Hyderabad, Telangana, India

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#### See how you compare to others who clicked apply

##### Candidates who clicked apply

77 total

2 in the past day

##### Candidate seniority level

49% Senior level candidates

38% Entry level candidates

9% Manager level candidates

Candidate education level

48% have a Master of Business Administration (Similar to you)

12% have a Bachelor of Technology

11% have a Bachelor's Degree

29% have other degrees

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?

Exclusive Job Seeker Insights about Keka HR

Powered by Bing

Company focus areas

Streamlining HR Processes: Keka HR focuses on streamlining various human resources processes for businesses of all sizes, providing a central hub for managing employee data and simplifying complex data trends.

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Hiring & headcount

Significant growth in Engineering: The Engineering department has seen a 12% increase in headcount over the past year, indicating a strong focus on expanding technical capabilities and product development. Expansion in Marke ... show more

The latest hiring trend

1,074

Total employees

▲ 37%

Company-wide

2 year growth

▼ 33%

Accounting/Auditing

2 year growth

1,500

1,000

500

Mar 2023

Sep 2023

Mar 2024

Sep 2024

Mar 2025

⌚

Median employee tenure · 1.8 years

Competitors

Keka HR operates in a highly competitive HR software market, primarily targeting mid-sized and large enterprises across various industries. The company is known for its comprehensive HR management solutions, including payroll p ... show more

d

ZINGHR

Sources: capterra.com +1 more

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## About the company

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Here's our story.

It all began with the frustration of using software that sucks. Prior to ... [show more](#)

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₹1.5M/yr - ₹2.5M/yr

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1 week ago



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**Revenue Operations Associate** ✓  
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**Lead, Revenue Operations**  
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Bengaluru, Karnataka, India (Hybrid)  
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**Revenue Operations & Strategy Associate** ✓  
Harness  
Bengaluru, Karnataka, India  
You'd be a top applicant  
3 days ago




**Revenue Operations Manager**  
Uplers  
Greater Delhi Area (Remote)  
₹1.5M/yr - ₹2.5M/yr  
You'd be a top applicant  
1 week ago




**Senior Product Manager - Revenue Recognition & Billing** ✓  
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India (Remote)  
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**Revenue Operations Manager**  
Uplers  
Chennai, Tamil Nadu, India (Remote)  
₹1.5M/yr - ₹2.5M/yr  
You'd be a top applicant  
1 week ago **Be an early applicant**



**Revenue Operations Manager**  
Uplers  
Greater Hyderabad Area (Remote)  
₹1.5M/yr - ₹2.5M/yr  
You'd be a top applicant  
1 week ago




**Revenue Operations Manager**  
Uplers  
Coimbatore, Tamil Nadu, India (Remote)  
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You'd be a top applicant  
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