

# Mercer West

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## SUMMARY

Generalist looking to work with creative companies. 10+ years management experience with recent work managing people, projects, products and events. I am high energy and versatile. As a people person I gravitate towards management roles that serve customers and coworkers. As a HubSpot person I LOVE HubSpot.

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## EXPERIENCE

### CRM Manager

#### MDO Holdings

April 2024 - Present, Raleigh, NC

- CRM and automation management for O2 Fitness, Renew Physiotherapy, Loop Nutrition and Thrive Wellness.
- Managed sales engineering, marketing and automation for 200 employees and 1 million contacts across 18 locations.
- Owned complex processes across HubSpot, RingCentral, Airtable, Asana, ClubReady, Trainerize, BigQuery and Zapier.
- Leveraged AI, ChatGPT, MCP, SQL, HubDB and JavaScript to improve sales, marketing, service and reporting processes.

### Event Operations

#### Formula 1 Las Vegas Grand Prix

July 2023 - January 2024, Las Vegas, NV

- Operations and Project Management for Year 1 of LVGP.
- High profile client relations (Mercedes, AMEX, Richard Mille).
- Build and strike for multi-million dollar temporary structures.
- General management of complex, highly demanding timelines.

### Product Manager

#### TURF TANK

August 2020 - May 2023, Svenstrup, Denmark

- Voice of 5,000+ customers for international development team.
- Roadmaps, UX / CX, Client Engagement, After Sales Relationships.
- Direct Manager for 8+ Technical Support and Client Success workers.
- SME for hardware + software, Hubspot CRM, Atlassian, Dialpad.
- GTM strategy + launch of next-gen SW/HW platform in August 2022.

### General Manager

#### YOUNG ATHENIANS

February 2017 - August 2018, Athens, GA

- Boutique graphic design firm specializing in packaging design, e-commerce and web design.
- 100% ownership of business and client success management, reporting to founder and CEO.
- Clients included Creature Comforts Brewing Company, Palo Nutrition, and City of Athens.

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## PROJECT

### Chief Product Officer

YUVOICE • February 2024 - May 2025

- Product vision and execution for social media platform.
- Mobile and web app products set for release in 2025.

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## EDUCATION

### Executive MBA in Strategic Leadership

Valar Institute at Quantic School of Business and Technology • Washington D.C. • 2024 • Honors

### Bachelors in Philosophy

Minor in Spanish, West African Literature • University of Georgia • Athens, GA • 2004 • 3.17

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## CERTIFICATIONS

Atlassian: Agile Project Management, Jira Software, Jira Service Management

HubSpot: Developer Bootcamp, RevOps Bootcamp, Marketing Hub, Sales Hub, Service Hub, Content Hub, Reporting, Sales Management, Revenue Operations, Digital Advertising, Inbound Marketing, Email Marketing, Contextual Marketing, Social Media I & II, SEO I & II

Microsoft: Project Management, Software Development, Data and Business Analysis, AI Productivity, Generative AI

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## SKILLS

People management, Project management, Product management, Program management, Customer Success, B2B + B2C Sales, Coaching, Remote work, Brand marketing, Content marketing, Marketing operations, Revenue operations, Data analysis, Data visualization, Social media, Ticketing, Zapier, Jira, Confluence, HubSpot, Mailchimp, Google Workplace, BigQuery, Microsoft 365, Smartsheet, Adobe Suite, Contact centers, VoIP, SaaS, JavaScript, CSS, ChatGPT, Claude, Cursor.