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GTM Engineer HubSpot-Centric with Proven Results

Hands-on GTM Engineer bridging product/marketing analytics and HubSpot. I turn event data and CRM objects into automated plays that drive activation, conversion, and expansion. Less than 1 year in a dedicated "GTM Eng" practice, backed by years of RevOps + HubSpot architecture work: event schemas, API integrations, lifecycle automation, and experiment enablement.

WORK EXPERIENCE

Senior Revenue Operations Manager — Everyday Speech (EdTech SaaS, US) · Feb 2022 – September 2025 (Remote)

- *Designed event taxonomy mapping product usage to HubSpot custom properties/objects; enabled PQL scoring and CS playbooks.*
- *Built integrations between Mixpanel/Userpilot ↔ HubSpot to trigger lifecycle messaging and sales tasks based on usage milestones.*
- *Implemented Ops Hub custom-coded actions and webhooks to orchestrate lead enrichment, owner assignment, and renewal risk alerts.*
- *Partnered with PMM/PM to define activation metrics, created dashboards for PQL→SQL conversion, and instrumented eligibility for nurture vs. sales outreach.*
- *Authored GTM tracking plan and QA checklist; reduced data gaps and ensured reliable analytics for experiments.*
- *Led the implementation of the sync system between Maxio (subscription management and billing) and Hubspot.*

CEO & Co-Founder — Impactum Inbound Agency (HubSpot Gold Partner, MX) · 2015 – 2021

- *Led technical delivery for 50+ HubSpot programs: lifecycle automation, attribution, and data pipelines from web forms, product signals, and billing.*
- *Standardized SOPs for tracking, UTMs, and lifecycle stages that improved conversion reporting across clients.*

Independent Consultant (RevOps & HubSpot) · 2015 – Present

- *Rapid GTM engineering sprints for startups: lead scoring models, routing logic, and product-to-CRM signal flows using HubSpot APIs and Ops Hub.*

SELECTED IMPACT:

- PQL Engine: Consolidated product events into HubSpot to score readiness; triggered playbooks for AE/CS; improved hand-offs and velocity.
- Renewal Risk Alerts: Combined billing status + engagement signals; created renewal workflows and dashboards for CS leadership.
- Attribution & Experiment Readiness: UTM governance + contact dedupe + funnel dashboards to support A/B testing at scale.

EDUCATION

- B.S. in Business Creation & Development — Tecnológico de Monterrey (ITESM)
- **Certifications:** HubSpot (Admin, Implementations, Reporting, Integrations, Marketing, Sales, Service, CMS, Development) · Pavilion RevOps (Core & Advanced) · Winning by Design Revenue Architecture · Google Search

CORE COMPETENCES

Event instrumentation & schemas · Tracking plans · Lead & account lifecycle design · HubSpot Ops Hub (custom code actions, webhooks, data quality automation) · REST APIs (HubSpot) · JavaScript/Node.js & Python for integration scripts · Mixpanel product analytics · Userpilot in-app experiences · Enrichment & routing · Experiment frameworks (A/B eligibility, holdouts) · Attribution setup · Data QA · Hubspot and Clay integrations