



# SOMA POLCZMAN

## GTM Engineer & HubSpot Architect

### CONTACT

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### CORE SKILLS

- HubSpot Architecture
- CRM Design & Implementation
- Sales Pipeline Design
- Marketing Automation
- RevOps Strategy
- B2B Outbound Systems
- Data Modelling & SQL
- BigQuery
- n8n Workflow Automation
- GTM Automation Tools
- RFM Segmentation
- Customer Lifecycle Design

### TOOLS

HubSpot | n8n | BigQuery  
Cube | SQL | Google Cloud  
GTM Automation Tools

### LANGUAGES

- Hungarian - Native
- English - Professional
- German - Intermediate

### EDUCATION

**Budapest Business University**  
Bachelor's Degree  
2021 - 2025

### CERTIFICATIONS

- HubSpot Revenue Operations
- HubSpot Sales Hub Software

## ABOUT

GTM Engineer and HubSpot Architect building revenue systems for B2B e-commerce at scale. I connect CRM architecture, data infrastructure, and sales automation to create commercial systems that drive measurable results.

## EXPERIENCE

### GTM Engineer & HubSpot Architect

**Helloprint** | Europe's largest printing e-commerce | 2024 - Present

- Designed and built the full B2B sales pipeline in HubSpot from scratch, including deal stages, task automation, and follow-up sequences for the sales team
- Integrated BigQuery with HubSpot to enrich the CRM with full order history, RFM segments, and customer lifetime data, enabling sales decisions based on complete customer context rather than CRM activity alone
- Built RFM segmentation model identifying at-risk and declining-frequency customers, enabling targeted marketing campaigns and proactive sales outreach to the right accounts at the right time
- Designed and implemented lifecycle marketing automation covering onboarding, engagement, and churn prevention sequences
- Built an AI-powered customer feedback analysis workflow in n8n: automatically matched negative NPS and CSAT scores to customer service conversations and order data, then used an LLM to categorize feedback into 10 structured categories, producing a live insight dashboard
- Contributed to data-driven sales strategy by modelling customer LTV, buying cadence, and churn probability in BigQuery

### IT Business Analyst Intern

**Beewise** | 2023 - 2024

## WHAT I BUILD

### Outbound Revenue Systems

ICP-based prospect enrichment, AI-personalised outreach pipelines, HubSpot outbound pipeline architecture

### CRM Architecture

HubSpot from scratch or restructure, data model design, pipeline and lifecycle system build

### Data Infrastructure

BigQuery + HubSpot integration, customer scoring models, LTV and churn modelling, data warehouse connections

### AI-Assisted Automation

n8n complex workflows, LLM-powered feedback analysis, AI-supported scoring and outreach personalisation