

# Shubham Mishra

*HubSpot CMS & CRM Expert*

3X Certified HubSpot | Top 3% HubSpot Talent on Upwork

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## Summary

A seasoned HubSpot consultant with over 9 years in CRM implementations, automation workflows, and CMS development. A Top Rated Plus talent on Upwork, I have completed 100+ HubSpot projects, achieving measurable results for global SaaS, eCommerce, finance and B2B brands by merging marketing strategy with technical expertise.

## Key Strengths

### HubSpot CMS Development

- Expertise in creating custom themes, landing pages, and modules based on Figma or Adobe XD designs.
- Implement responsive, SEO-optimized layouts that prioritize fast loading and accessibility.
- Utilize HubL, HubDB, and dynamic content for scalable CMS builds
- Experience in creating design systems and reusable components specifically for marketing teams.

### CRM Setup & Migration

- Comprehensive CRM architecture encompassing lifecycle stages, lead scoring, custom properties, and pipelines.
- Successful transitions from platforms like Salesforce, Pipedrive, Marketo, Pardot, and Zoho to HubSpot.
- Streamline data import/export processes through deduplication, enrichment, and contact segmentation.
- Setup customised views, filtered pipelines, and team permissions for sales operations.

### Marketing & Sales Automation

- Designing and executing persona-driven lead nurturing workflows.
- Utilize smart content, contact properties, and conditional logic to personalize campaigns at scale.
- Establishment of sales sequences, internal task assignments, follow-up triggers, and lead routing rules.
- Strategy for aligning sales and marketing using SLA-based workflows and conversion-driven triggers.

## **Reports & Dashboards**

- Custom dashboards for marketing attribution, sales performance, lifecycle tracking, and campaign return on investment (ROI).
- Visual reporting aligned with business objectives — SQLs, pipeline velocity, retention, and engagement metrics.
- Experience in creating dashboards for C-level executives, marketing managers, and sales teams.

## **Custom Integrations**

- Integrated HubSpot with tools such as Typeform, Calendly, Google Sheets, Slack, Watti, Zoom, and Apollo.
- Use of Zapier, Make.com, and HubSpot APIs to automate tasks and data sync between platforms
- Setting up custom webhooks, data enrichment pipelines, and two-way synchronization for lead systems.
- Experience troubleshooting complex integration cases involving web apps, Banking & Financial Web Apps, and 3rd-party CRMs.

## **Certifications & Tools**

- HubSpot Marketing Software
- HubSpot CMS for Developers
- HubSpot Sales Software

## **Recent Project Highlights:**

**HubSpot Washing Machine System:** Detected hard bounces and missing fields.

- Alerted stakeholders about data issues.
- Removed problematic contacts.
- Notified teams for cleaner data.
- Delivered reports for quick insights.

**MS Dynamics and HubSpot Integration:** Built a seamless integration for sales and marketing lead handoffs across units.

- Ensured accurate data synchronisation and streamlined team communication.
- Improved collaboration and lead management, boosting efficiency and conversion rates.

## **Wordpress & Mailchimp to Hubspot Migration:**

- I helped Filterpixel solve its marketing automation problems by moving it from MailChimp and WordPress to HubSpot.

- They are a small team of AI experts who need a tool to automate their marketing processes. We transferred their email marketing flow from MailChimp to HubSpot and migrated their WordPress websites to HubSpot.
- We switched the client's email marketing from MailChimp to HubSpot and rebuilt email automation for better efficiency. We also moved their WordPress website to HubSpot CMS, enhancing its design for faster loading and improved user experience. We created custom modules for easy content updates, and I trained the client's team to manage HubSpot independently.

## **Client Praise**

- Shubham was great! He nailed the reporting dashboards, kept the communication top-notch, and finished everything quickly. I highly recommend him!
- Shubham was very prompt in his communication before and throughout the project. I would highly recommend him, as he went above and beyond to revamp our marketing site. I would 100% work with him again in the future!