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HubSpot Specialist

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Company: Happy Agencies

Location: Buenos Aires

Category: other-general

We are seeking a highly skilled and motivated **HubSpot Specialist** to join our team. As a HubSpot Specialist, you will play a pivotal role in leveraging the power of HubSpot's CRM and marketing automation platform to drive our marketing and sales initiatives. Your expertise in HubSpot will be instrumental in optimizing lead generation, nurturing campaigns, and improving our overall customer journey.

Key Responsibilities

HubSpot Administration: Manage and optimize HubSpot's CRM and marketing automation platform, including contact management, lead scoring, and segmentation.

Lead Generation: Develop and implement strategies to drive lead generation using HubSpot tools such as forms, landing pages, and CTAs.

Email Marketing: Create and execute email marketing campaigns, including building email templates, segmentation, and A/B testing.

Marketing Automation: Design and implement automated workflows to nurture leads, drive conversions, and support the customer lifecycle.

Reporting and Analytics: Track and analyze marketing metrics, campaign performance, and lead attribution using HubSpot's reporting and analytics tools.

Sales Enablement: Collaborate with the sales team to optimize the use of HubSpot's CRM features, including pipeline management, deal tracking, and sales reporting.

Content Management: Utilize HubSpot's CMS to create and manage content, including blog posts, landing pages, and website optimization.

Integration and Data Management: Integrate HubSpot with other systems, such as Salesforce or Shopify, and ensure accurate data synchronization.

Training and Support: Provide guidance and training to team members on HubSpot best practices, workflows, and system updates.

Stay Updated: Stay informed about the latest HubSpot features, updates, and industry trends, and recommend innovative solutions to drive continuous improvement.

Requirements

Bachelor's degree in Marketing, Business, or a related field.

Proven experience working with HubSpot as a specialist or administrator.

In-depth knowledge of HubSpot's CRM and marketing automation features, including workflows, lead scoring, and email marketing.

Experience in implementing and optimizing lead generation strategies using HubSpot's forms, landing pages, and CTAs.

Strong analytical skills and the ability to track and interpret marketing metrics and campaign performance.

Familiarity with content management using HubSpot's CMS, including blog creation, landing page development, and website optimization.

Knowledge of sales enablement practices and the ability to align marketing efforts with sales goals using HubSpot's CRM.

Experience with HubSpot integrations, data management, and ensuring data accuracy and synchronization.

Excellent communication and collaboration skills to work effectively with cross-functional teams.

HubSpot certifications (such as HubSpot Marketing Software Certification) are a plus.

If you are a results-driven **HubSpot Specialist** with a passion for leveraging the power of HubSpot's CRM and marketing automation tools, we invite you to apply. Join our team and contribute to the success of our marketing and sales efforts by creating exceptional customer experiences.

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