FABIAN ST GEORGES

Marketing Operations & Automation Specialist |
HubSpot Implementation & Data Infrastructure

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SUMMARY

HubSpot-Certified Marketing Operations & Lifecycle Specialist with a 10+ year technical background in email architecture, systems integration, and marketing automation. Expert in using HubSpot Marketing Hub as a centralized platform to manage lead lifecycles, enforce data hygiene, and scale complex campaign execution. Proven track record of converting business objectives into automated workflows, lead scoring models, dynamic audience segmentation, and multi-touch attribution reporting to drive revenue velocity.

CERTIFICATIONS & CREDENTIALS

- HubSpot Marketing Hub Software Certification
- HubSpot Email Marketing Software Certification
- HubSpot Email Marketing Certification

CORE COMPETENCIES & TECHNICAL SKILLS

- **MOps & Campaign Execution:** Marketing Operations (MOps), HubSpot Marketing Hub (Workflows, Active/Static Lists, Web Forms, Landing Pages, Campaign Management), Salesforce Marketing Cloud (SFMC), Iterable.
- **Lifecycle & Lead Management**: Automated Lifecycle Stage Transitions (Subscriber to MQL to SQL), Lead Scoring Models, Sales/Marketing Handoff Systems, Dynamic Segmentation.
- **Automation & Process Architecture:** Event-Driven Journeys, If/Then Branch Logic, Re-enrollment Rules, API Webhooks, Custom Contact Properties, A/B Testing.
- **Data Governance & Quality:** Data Hygiene & Formatting, Contact Deduplication, Custom Data Sync, Opt-In / CAN-SPAM / GDPR Compliance, Mixpanel, Looker.
- **Reporting & Attribution:** Multi-Touch Attribution Dashboards, Pipeline & Revenue Tracking, Custom Campaign Analytics, Marketing ROI.
- **Technical Stack & Agile:** JavaScript (ES6+), SQL, RESTful APIs, Git, MJML, HTML5/CSS3, Jira (Scrum/Kanban), Confluence, Litmus QA.

MARTECH ENGINEER (HUBSPOT & AUTOMATION) **April 2023 – Present**
Remote

- **HubSpot Automation & Lifecycle Management:** Architect and deploy scalable HubSpot Marketing Hub infrastructure, complex multi-branching workflow logic, and cross-object enrollment triggers.
- **Data Hygiene & Governance:** Design custom lead scoring models, form field property schemas, and standardized dropdown taxonomies to eliminate CRM data drift. Manage end-to-end data hygiene routines, running portal audits to archive redundant custom properties and eliminate unassociated Ghost Deals.
- **System Integrations & Data Sync:** Engineer API integrations, webhooks, and third-party data syncs (Zapier/Make) between external web applications and HubSpot objects.
- **Campaign Reporting & Attribution:** Build executive marketing performance and attribution dashboards to track lead-to-MQL conversion velocity and campaign ROI.
- **Agile MOps Management:** Led sprint planning and technical documentation using Jira and Confluence, managing cross-functional marketing and engineering workflows.

SALES DEVELOPMENT MANAGER ***April 2020 – March 2023***
FreeCast Inc

- ***Operational Velocity & Data Quality:*** *Managed technical implementation and lifecycle engines for high-scale MarTech systems, ensuring clean data handoffs across marketing and sales pipelines and improving department-wide efficiency.*
- ***MarTech Integration & Personalization:*** *Standardized custom property structures, user access permissions, and account governance across digital asset and marketing platforms to deliver dynamic, personalized content.*
- ***Performance & Quality Assurance:*** *Configured automated nurture sequences, dynamic list segmentation, and custom campaign tracking scripts for high-volume lead capture. Leveraged Jira to manage technical defect resolution.*

MARTECH ENGINEER ***October 2018 – April 2021***
Resource Employment Solutions

- ***Automated Nudge Engine:*** *Engineered automated event-driven workflows and system integrations to modernize web applications and optimize database operations, including automated cloud-based billing nudge systems.*
- ***Asset & Conversion Optimization:*** *Established data standardization protocols and field mapping logic to clean open-text inputs into structured taxonomies, converting high-fidelity designs into responsive HTML templates.*
- ***Process Scale:*** *Audited legacy automation processes to identify broken dependencies, eliminate redundant execution triggers, and enforce system security rules, saving operational hours annually.*