

Colombia Jobs Expertini®

HubSpot Administrator

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Company: EMAPTA

Location: Bogota and Medellin

Category: other-general

Revolutionize Digital Marketing with The N2 Company: Join us as our HubSpot Administrator! In 2004, fueled by their shared vision of democratizing success, best friends Duane and Earl embarked on an audacious journey, birthing The N2 Company. Their humble beginnings, rooted in passion and perseverance, blossomed into a nationwide powerhouse. Now, with nearly two decades of experience, N2 stands as a beacon of innovation, serving 23,000 clients across 47 states. Recognized as one of Inc. Magazine's fastest-growing private companies, their legacy extends beyond profitability. N2's commitment to social responsibility is unwavering, with nearly \$20 million donated to combat human trafficking through N2GIVES. As a full-service digital marketing agency, Hyport Digital embodies their ethos of transformation. With a suite of services tailored to elevate businesses of all sizes, Hyport Digital empowers entrepreneurs to thrive in the digital landscape. From search engine optimization to responsive website design, their team of experts is dedicated to delivering measurable results and exceeding client expectations. Join Hyport Digital and revolutionize the way businesses engage with their customers. A Preview of Your Role Be part of our clients team as a HubSpot Administrator. Utilize your expertise to administer the platform effectively, customize workflows, and integrate systems seamlessly. Collaborate with cross-functional teams, provide training, and monitor performance metrics to drive marketing success. Embark on Your Digital Journey: Explore the Role Employment type: Indefinite term type contract Shift: MON-FRI | 8:00 am to 5:00 pm EST Work setup: Onsite in Bogot and Medellin Ignite Success: Your Key Duties as a HubSpot Maestro Utilize proficient knowledge of HubSpot to administer the platform effectively, including lead management, workflow

automation, marketing, and reporting. Customize and configure HubSpot to align with our sales and marketing processes, ensuring seamless integration and efficiency. Develop and implement automated workflows to streamline lead nurturing, scoring, and assignment processes. Oversee and participate in integration processes with other systems, ensuring seamless connectivity and data flow between HubSpot and other platforms. Collaborate with cross-functional teams to identify opportunities for process improvements and implement solutions using HubSpot. Provide training and support to team members on HubSpot usage, best practices, and new features. Monitor and analyze performance metrics and KPIs within HubSpot to track the effectiveness of marketing campaigns and sales activities. Create and maintain the CRM HubSpot lead management system for the Bridge Department. Design a workflow for leads funneling to individual sales reps and groups of sales reps in a Round Robin style rotation. Ensure leads are accurately assigned and maintain data integrity within the CRM system. Monitor sales representatives' utilization of HubSpot and provide relevant data and information to assist management in holding them accountable for proper system usage. Develop and maintain an effective method for presenting important sales and social media effectiveness data in Google Sheets for the Bridge Department. Requirements

Fuel Your Career: Essential Skills for HubSpot Mastery English proficiency level ranging from C1 to C2. 2+ years of experience as a HubSpot Administrator or similar role, with a deep understanding of HubSpot's capabilities and features. Strong technical skills with the ability to configure and customize HubSpot workflows, forms, landing pages, and templates. Experience with HubSpot CRM, Marketing Hub, Sales Hub, and Service Hub modules. Proficiency in using HubSpot's reporting and analytics tools to track performance and measure ROI. Proficient knowledge of HubSpot administration, including building workflows and automations. Strong experience in integrating HubSpot with other tools and platforms. High proficiency in Excel, including the ability to create dashboards, formulas, pivot tables, and data extraction from various sources. Strong communication and organizational skills. Ability to work independently and collaborate effectively within a team. Tech Stack: HubSpot Platform Integration Tools (e.g., Zapier, PieSync) Bonzo Excel HTML/CSS JavaScript Reporting and Analytics Tools Communication Tools Training and Documentation Tools Project Management Tools Excel Google Sheets/Suite Plus: Ability to make outbound calls to other departments to align processes. Facility to adapt to new tools and processes. Understanding of sales processes, conversion ratios, and data analysis techniques. Familiarity with HTML/CSS and JavaScript. Benefits Elevate Your Lifestyle: Rewards and

Perks Await 5-day work week Prepaid medicine Work items provided Indefinite term type contract 5 extra days of vacation leave (monetizable) Direct exposure to clients Career growth opportunities Diverse and supportive work environment Prime office locations in Bogot and Medellin Upskilling opportunities through Emapta Academy Discover Emapta, where your career meets Colombian vibrancy! Emapta is not just a global outsourcing powerhouse; it's a hub of opportunity infused with the lively spirit of Colombia. Joining us means becoming part of a community that values the unique cultural mosaic of our country. With a proven track record and an array of international clients, Emapta provides a robust platform for your professional journey without the need for you to hop into a plane and work abroad. At Emapta, we go beyond being a workplace; we're a community that treasures the harmony between professional and personal life. Emapta is a cultural melting pot that fosters innovation, collaboration, and continuous learning. Immerse yourself in our dynamic culture and contribute to an organization that puts employee well-being at the forefront. We look forward to welcoming you to the Emapta family in Colombia. #EmaptaExperience

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