

# CHARLES SIMPSON SR.

## Marketing Operations & MarTech Strategist

C: [\(512\) 593-8381](tel:5125938381) // E: [hello@charlessimpson.me](mailto:hello@charlessimpson.me) // W: [charlessimpson.me](http://charlessimpson.me)

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## PROFESSIONAL SUMMARY

Marketing Operations & MarTech Strategist with 9+ years of experience designing, optimizing, and scaling systems that strengthen operational effectiveness, improve data integrity, and streamline technology workflows. Prior to transitioning into Marketing Operations, developed a strong technical foundation through IT roles focusing on systems support, infrastructure administration, data governance, and technical problem-solving — providing deep fluency in systems architecture, integrations, and cross-platform operations.

Expert in CRM architecture (HubSpot, Salesforce), marketing automation, analytics implementation, and cross-functional collaboration. Demonstrated ability to translate complex business requirements into scalable technical solutions, drive adoption of intelligent workflows, and empower leadership with actionable insights. Skilled in leveraging emerging technology — including LLM-assisted systems design — to accelerate delivery timelines, maximize internal capability, and reduce reliance on external partners.

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## CORE COMPETENCIES

MarTech & CRM: HubSpot CRM | Salesforce | Marketo | Zoho  
Automation & Integrations: Workflow Automation | API Integrations | Zapier  
Analytics & Reporting: Google Analytics | Databox | KPI Dashboards  
Web & Digital: WordPress | HTML/CSS/PHP | SEO Fundamentals  
Collaboration & PM: Wrike | Trello | Asana | Microsoft 365 | Slack  
AI & Innovation: LLM-assisted logic design | AI workflow integration

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## PROFESSIONAL EXPERIENCE

### HubSpot CRM Administrator

Southworth Clubs • Jan 2024 – Jan 2026

- Served as the sole CRM administrator responsible for architecting and optimizing systems that supported Membership Sales, Marketing, and Executive Leadership — enhancing data accuracy and operational alignment.

- Owned strategy and execution for lead flow, pipeline management, data hygiene, tagging conventions, and campaign attribution — ensuring consistent visibility and dependable insights across teams.
- Designed and refined workflow automation to streamline membership acquisition, nurturing, follow-up, and engagement, reducing manual effort and improving responsiveness.
- Developed and maintained complex integrations (including API-based solutions) and custom coded workflow actions, strengthening internal technical capability and eliminating recurring external dependencies.
- Led the adoption and integration of **LLM-assisted systems** to translate business requirements into structured technical logic and improve accuracy and maintainability of automation.
- Built dashboards that enhanced visibility into pipeline health and engagement trends, enabling leadership to make informed decisions.

### **Marketing Analyst**

Hickey & Associates • Sep 2022 – Nov 2023

- Managed full HubSpot CRM operations including data hygiene, email and landing page execution, workflow configuration, and reporting dashboards — improving CRM responsiveness and alignment with marketing objectives.
- Applied analytical insight to optimize email and content strategies, strengthening audience engagement and content relevance.
- Pioneered integrated marketing approaches across social media, CRM, email, and web — aligning campaigns with strategic priorities.
- Implemented automated email campaigns and standardized project workflows, enhancing team collaboration and execution pace.
- Revamped editorial processes for industry reports, leading to higher quality and more consistent deliverables.

### **MarTech Manager**

Hot Dog Marketing • Mar 2022 – Aug 2022

- Directed HubSpot operations for internal teams and client engagements as part of a Platinum HubSpot solutions partner, upholding best practices in portal setup and data governance.
- Conducted thorough portal audits and implemented standards to maintain data hygiene and compliance.
- Coordinated complex API/webhook integration strategies and translated requirements into maintainable system configurations.
- Led discovery sessions to define client operational needs and architect tailored implementations that improved CRM usage outcomes.

- Developed a structured “client boot camp” to elevate proficiency in HubSpot best practices and strengthen client autonomy.

### **Marketing Automation & Onboarding Specialist**

Hot Dog Marketing • Dec 2020 – Mar 2022

- Acted as the go-to HubSpot expert for onboarding, guiding clients through structured setup, data migration best practices, and platform adoption.
- Consolidated and verified client digital assets to enable seamless system integration and platform activation.
- Built internal documentation and methodologies that supported continuity and improved team operations.
- Recognized with the *2021 Core Values Award for “Awesomeness”* for contributions to improved operations and client support.

### **Digital Marketing Manager**

Just Thinking Ministries • Nov 2019 – Present

- Directed full marketing operations including WordPress management, podcast hosting, analytics, publishing workflows, and cross-team collaboration.
- Built and optimized an SEO-focused WordPress site with integrated donation capability, improving monetization and digital engagement.
- Designed and implemented a content repurposing strategy that expanded reach across multiple media formats.
- Guided the overall brand strategy and content deployment that supported elevated audience visibility and platform growth.

### **Principal, Growth & Systems**

Past Due Marketing • Nov 2016 – Present

- Led comprehensive digital marketing services with emphasis on brand strategy, CRM onboarding, and systems optimization.
- Specialized in operational frameworks that enabled CRM integrations, marketing automation, analytics, and strategic consulting for diverse clients.
- Developed the **Online Ecology™** marketing mindset and streamlined digital solutions through **Web Dev <Simplified>**.

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## **TECHNICAL SKILLS**

CRM & MarTech: HubSpot (certified), Salesforce, Marketo, Zoho

Automation & Integrations: API logic, Zapier, Webhooks, Custom workflow solutions

Analytics & Reporting: Google Analytics, Google Search Console, Databox, Chartable  
Web & Digital: WordPress, WooCommerce, HTML/CSS/PHP, SEO tooling  
Collaboration & PM: Wrike, Trello, Asana, Microsoft 365, Slack  
AI Tools: LLM-assisted design & workflow logic

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## EDUCATION & CERTIFICATIONS

### **Bachelor of Science in Information Technology**

University of Phoenix

#### Certifications & Professional Training

- HubSpot Inbound
- HubSpot Inbound Marketing
- HubSpot Content Marketing
- HubSpot Sales Software
- HubSpot Marketing Hub Implementation
- HubSpot Solutions Partner
- HubSpot SEO