

CHARLES SIMPSON SR.

Marketing Operations & MarTech Strategist

C: (512) 593-8381 // E: hello@charlessimpson.me // W: charlessimpson.me

PROFESSIONAL SUMMARY

Marketing Operations and MarTech Strategist with 6+ years of experience architecting, optimizing, and scaling CRM platforms, automation workflows, and integrated data frameworks to support strategic growth and operational clarity. Early technical work in IT provided a strong foundation for translating business requirements into reliable technology operations, automation design, and insight-driven analytics. Known for building systems that enable teams to work smarter, make informed decisions, and confidently execute revenue-aligned strategies. Expertise includes HubSpot architecture, automation logic, advanced segmentation and personalization, integrations with third-party intelligence platforms, and LLM-assisted workflow design.

CORE COMPETENCIES

Marketing Operations

CRM Architecture and Administration (HubSpot, Salesforce, Zoho)

Advanced HubSpot Logic (Segmentation, Custom Data Types, Personalization Tokens, Hygiene Logic)

Lead Intelligence Integrations (WealthEngine, Aidentified)

LLM-Assisted Workflow Logic and Enrichment

Workflow Automation and API Integrations

Email Strategy and A/B Testing

HTML, CSS, PHP

Analytics and Reporting (Google Analytics, Databox, KPI Dashboards)

Cross-Functional Collaboration and Change Leadership

WHERE I'VE MADE AN IMPACT

HubSpot CRM Administrator

Southworth Clubs • Jan 2024 – Jan 2026

Owned HubSpot CRM architecture and execution, building scalable data, automation, and intelligence frameworks to support portfolio expansion and sales enablement.

- Standardized pipeline structures to support scalable operations and future property acquisitions.
- Built custom object frameworks across contacts, deals, and member segments to enforce unified data models.
- Developed advanced list segmentation to enable precise audience targeting and campaign differentiation.
- Created custom data types to support nuanced reporting and cross-functional alignment.
- Implemented personalization token strategies across automated marketing and sales touchpoints.

- Built hygiene logic rules to maintain data accuracy and consistency across CRM modules.
- Designed and deployed email A/B testing programs for both marketing and sales communications.
- Managed lead intelligence integrations with WealthEngine to enhance lead scoring and qualification.
- Developed lead intelligence integrations with Aidentified to expand lead profiling and prioritization.
- Implemented Breeze AI to support large-scale data enrichment and hygiene initiatives.
- Applied LLM-assisted workflows to accelerate automation logic translation and reduce development cycles.
- Applied HTML, CSS, and PHP enhancements to backend templates for improved email rendering and form integrations.
- Collaborated with cross-functional leadership to align CRM systems with sales enablement and growth objectives.
- Supported record-setting operational performance across multiple club properties through improved systems reliability.
- Contributed to infrastructure that enabled the successful sell-out of founding memberships for a new club launch.

Marketing Analyst

Hickey and Associates • Sep 2022 – Nov 2023

Owned HubSpot administration and marketing operations execution, building scalable data, automation, and reporting foundations during a period of organizational growth.

- Administered HubSpot CRM with a focus on scalable structure and operational clarity.
- Implemented advanced segmentation frameworks to support multi-stage nurture and engagement workflows.
- Created custom data structures to improve segmentation breadth and reporting precision.
- Deployed personalization token strategies to increase message relevance and engagement.
- Built hygiene logic to maintain data quality and reduce duplicate or inaccurate records.
- Designed and executed email marketing A/B testing to refine messaging and improve conversion performance.
- Integrated lead intelligence platforms, including WealthEngine and Aidentified, to strengthen lead scoring and prioritization.
- Applied HTML, CSS, and PHP customizations to improve email template flexibility and formatting reliability.
- Supported website and landing page platforms across WordPress, Wix, and Squarespace.
- Collaborated with leadership to align CRM tooling with strategic growth initiatives.

- Prepared CRM systems, workflows, and reporting for expansion and acquisition-related integration needs.
- Contributed to process improvements in project management and content operations to support cross-team collaboration.

MarTech Manager

Hot Dog Marketing • Mar 2022 – Aug 2022

Owned HubSpot strategy and execution as a MarTech Manager, delivering scalable CRM architecture, integrations, and enablement for growing client organizations.

- Owned HubSpot strategy and implementation decisions for both internal marketing and client portals.
- Conducted detailed HubSpot portal audits to assess architecture, data quality, and compliance readiness.
- Built advanced segmentation frameworks to support complex audience definitions and lifecycle progression.
- Designed personalization logic to increase campaign relevance and engagement.
- Developed and enforced hygiene protocols to maintain long-term CRM data cleanliness.
- Designed and executed marketing email A/B tests to drive iterative performance improvement.
- Built sales email A/B testing logic to improve follow-up effectiveness and conversion cycles.
- Integrated external lead intelligence and enrichment sources to enhance CRM data depth.
- Managed API and webhook integrations to support expanded system functionality.
- Applied HTML, CSS, and PHP to support advanced email templates, dynamic content, and WordPress integrations.
- Led client discovery sessions and translated requirements into actionable MarTech implementation plans.
- Developed training programs, documentation, and a client boot camp to support client self-sufficiency in HubSpot.
- Began incorporating sales enablement and RevOps concepts into MarTech strategy and execution.

Marketing Automation and Onboarding Specialist

Hot Dog Marketing • Dec 2020 – Mar 2022

Owned client onboarding execution and automation setup as a HubSpot specialist, delivering repeatable CRM foundations that enabled scalable marketing operations.

- Served as a HubSpot subject matter expert within a Platinum-level HubSpot Solutions Partner environment.
- Owned onboarding execution and implementation decisions for multiple concurrent client engagements.
- Supported a steady volume of overlapping client onboardings with varying levels of complexity.

- Led CRM migrations ranging from simple imports to full lifecycle mapping, data cleanup, and logic alignment.
- Established segmentation frameworks to support early-stage engagement and lifecycle progression.
- Built personalization logic to improve campaign relevance during onboarding and initial execution.
- Developed hygiene routines to maintain CRM data accuracy and consistency from launch forward.
- Supported email campaign A/B testing as part of onboarding and early campaign validation efforts.
- Consolidated and verified client digital assets, including websites, domains, and social media properties.
- Created reusable internal documentation to improve onboarding efficiency and knowledge continuity.
- Applied HTML, CSS, and PHP enhancements where necessary to refine email templates and integration workflows.
- Recognized with an internal Core Values Award for operational leadership and project success contributions.

Digital Marketing Manager

Just Thinking Ministries • Nov 2019 – Present

Owned and operated all digital marketing systems for a mission-driven organization, designing sustainable platforms and workflows to maximize impact within a limited volunteer time commitment.

- Served as the sole owner and operator of all digital marketing and platform systems.
- Built and administered a secure, SEO-optimized WordPress website, including hosting configuration and backend enhancements.
- Applied HTML, CSS, and PHP to support site customization, performance, and long-term maintainability.
- Integrated donation and monetization functionality to support organizational sustainability.
- Managed podcast hosting, distribution, and analytics across multiple platforms.
- Designed repeatable content repurposing workflows to extend reach without increasing ongoing workload.
- Used website, search, and platform analytics to guide content strategy and audience growth decisions.
- Established collaboration workflows using Microsoft 365 and Trello to support efficient coordination.
- Maintained long-term platform stability with minimal ongoing maintenance, aligned to a 10–15 hour per week volunteer commitment.

Principal, Growth and Systems

Past Due Marketing • Nov 2016 – Present

Delivered full-cycle web development, hosting, and digital execution services as a sole operator, building and maintaining the technical foundation that supported client marketing and growth efforts.

- Served as the sole operator responsible for client acquisition, technical execution, and ongoing support.
- Built and launched client websites, managing platform selection, site structure, and deployment.
- Administered website hosting environments, including configuration, performance tuning, security, and uptime monitoring.
- Performed ongoing website maintenance, updates, and troubleshooting to ensure long-term reliability.
- Applied HTML, CSS, and PHP to support site customization, backend enhancements, and dynamic content needs.
- Supported email marketing campaign builds to complement client web presence and communication needs.
- Assisted with basic social media setup and administration when required to support digital visibility.
- Provided limited CRM setup and administration as a supporting capability rather than a primary service.
- Managed all client communication, prioritization, and delivery independently, balancing technical execution with business needs.

TECHNICAL FOUNDATION AND SYSTEMS EXPERIENCE

Prior to transitioning fully into Marketing Operations and MarTech, built a strong technical foundation in enterprise IT systems administration, security, and systems integration within regulated public-sector environments. This background informs a systems-first approach to CRM architecture, automation design, data governance, and RevOps alignment, and enables deeper collaboration across technical and business teams.

City of North Las Vegas
Systems Administrator
May 2015 – June 2016

Texas Water Development Board
Systems Administrator III
July 2016 – November 2016

Texas Water Development Board
Information Technology Security Analyst I
December 2016 – December 2018

Texas Commission of Environmental Quality
Systems Support and Integration Specialist (System Administrator IV)
December 2018 – December 2020

Experience across these roles included enterprise identity and access management, Linux and Bash scripting in Red Hat and SUSE environments, AWS-based virtualized server support, endpoint management and patching systems, backup and recovery operations, security monitoring and web filtering platforms, vendor-integrated systems, infrastructure documentation, and data reliability

initiatives. This technical foundation continues to shape how I design, scale, and govern marketing and revenue systems today.

TECHNICAL SKILLS

CRM and MarTech: HubSpot, Salesforce, Marketo, Zoho

Automation and Integrations: APIs, Zapier, Webhooks, Lead Intelligence (WealthEngine, Aidentified)

Advanced HubSpot Logic: Segmentation, Data Types, Personalization Tokens, Hygiene Logic

LLM-Assisted Workflow Logic and Enrichment

Web and Email Tech: HTML, CSS, PHP, WordPress, WooCommerce

Analytics and Reporting: Google Analytics, Google Search Console, Databox, KPI Dashboards

Collaboration and PM Tools: Wrike, Trello, Asana, Microsoft 365, Slack

PROFESSIONAL DEVELOPMENT

Bachelor of Science in Information Technology

University of Phoenix

Certifications:

HubSpot Inbound

HubSpot Inbound Marketing

HubSpot Content Marketing

HubSpot Sales Software

HubSpot Marketing Hub Implementation

HubSpot Solutions Partner

HubSpot SEO