

Isabella Clemandot

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OBJECTIVE

Experienced HubSpot integration specialist with a strong background in API connections, workflow automation, and CRM data management. Seeking to further my career in a dynamic organization where I can apply both technical and strategic expertise to build efficient, data-driven CRMs.

EDUCATION

Bachelors in Business Analytics and Marketing

San Antonio | Texas

UNIVERSITY OF TEXAS IN SAN ANTONIO

WORK EXPERIENCE

RHINO ROOFERS | HUBSPOT INTEGRATIONS ENGINEER

San Antonio, TX | 2024 - Present

- Designed and implemented custom HubSpot integrations via tools like Zapier and Make.com, enhancing data synchronization and boosting team efficiency.
- Automated data routing, formatting, and reporting through HubSpot workflows and connected APIs, improving data accuracy and reducing manual entry.
- Developed and maintained custom API integrations to unify marketing and sales data, enabling real-time visibility and more accurate performance reporting.
- Engineered data-driven workflows in HubSpot to consolidate and measure KPIs, improving strategic visibility into organizational performance.
- Trained and supported team members on HubSpot and integration tools, ensuring smooth adoption and consistent operational performance.

RHINO ROOFERS | HUBSPOT MARKETING COORDINATOR

San Antonio, TX | 2022-2024

- Managed and scheduled the company's social media campaigns through HubSpot, ensuring consistent branding and audience engagement across platforms.
- Developed and optimized automated HubSpot workflows that streamlined marketing processes and reduced manual workload.
- Managed marketing data tracking, entry, and quality assurance to maintain accurate CRM and campaign performance reporting.
- Supported the implementation of HubSpot automation and integrations to optimize marketing operations.

UTSA ATHLETICS | STUDENT PRODUCTION ASSISTANT

San Antonio, TX | 2020 – 2023

- Directed live broadcast productions for ESPN and Conference USA events, leading a cross-functional team of camera operators, replay specialists, and graphics technicians to deliver high-quality televised coverage.
- Managed live video board content synchronization during basketball and volleyball games, providing real-time direction and technical troubleshooting to ensure flawless execution of sponsorships, replays, and on-screen graphics.
- Oversaw creative and technical aspects of sports videography, capturing and producing promotional footage using professional cameras and managing a team of editors and videographers.
- Planned and executed on-set production logistics, including lighting design, camera placement, and scene composition to meet creative objectives and broadcast standards.

SKILLS

Certifications: Integrating with HubSpot, HubSpot Reporting

Proficient in: HubSpot, Microsoft Office, Python, JavaScript, SQL, R, SAS, Zapier, Make.com, Visual Studio Code, RStudio