

Brandon Jarousky

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Summary

A critical thinker who wants nothing more than to grow and do something big. I'm a doer. I read books and get lost on YouTube trying to learn everything.

Experience

Implementation Specialist

May 2017 – Currently

HubSpot – Cambridge, MA

- Drive customer success by providing technical and strategic direction for small businesses up to large enterprises
- Comfortable speaking to developers around custom integrations using our APIs or with marketing teams on complex reporting and strategy
- Contribute to the team's success by being a mentor, teaching new hire trainings, and running advanced bootcamps for more tenured team members
- Created a product beta ungating pilot program for the Customer Success team
- Help our support team field design/development related tickets

Inbound Marketing Specialist

June 2016 – May 2017

INNOVEX – Lincoln, RI

- Created and implemented inbound and nurture campaigns using HubSpot
- Initiated strategic growth through buyer persona development, keyword focused content development, on-page SEO, and marketing automation
- Initiated UX optimization by implementing Mouseflow and landing page A/B testing
- Created email templates for sales and acted as a Salesforce administrator
- Managed Adwords campaigns and optimized bid strategies, ad copy, and targeting

Education

Bachelor of Science, Marketing

May 2016

University of Massachusetts Dartmouth – Dartmouth, MA

Javascript Development

May 2018 - July 2018

General Assembly - Boston, MA

Skills

Conversion rate optimization, marketing automation, content creation, keyword research, on-page SEO, Salesforce, HubSpot, Constant Contact, Mailchimp, SEMRush, Moz, Google Analytics, Google Adwords, Wordpress, HTML5, CSS3, Bootstrap, Javascript, ES6, jQuery, AJAX, Node.js, Git