

Patrick Storer

MARKETING OPERATIONS • HUBSPOT ADMINISTRATION • CRM SYSTEMS

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PROFESSIONAL SUMMARY

Marketing operations manager with 15+ years running the systems behind B2B marketing and sales — HubSpot, Salesforce, and the workflows, integrations, and reporting that connect them. HubSpot Super Admin for 5.5 years across 600K+ records. Started in B2B SaaS and has run campaigns, paid media, webinars, and trade shows firsthand, so systems work gets scoped around the people who actually use it — stakeholders and what the business needs. Fully remote since 2016.

TECHNICAL HIGHLIGHTS

SYSTEMS HubSpot (Super Admin), Salesforce, Pardot / Marketing Cloud Account Engagement, Google Analytics 4, Google Ads, Meta (Facebook) Ads Manager

MARKETING OPS Workflow automation, lead scoring and routing, lifecycle and qualification rules, multi-system CRM administration, CRM implementation, database segmentation, data hygiene and governance

REPORTING Dashboard development, KPI reporting, funnel and pipeline reporting, multi-touch attribution, conversion tracking, Microsoft Excel (advanced), Google Workspace

AI TOOLS ChatGPT, Claude (HubSpot and Slack integrations)

CERTIFICATIONS

HubSpot Reporting • HubSpot Data Integrations — HubSpot Academy, 2026 • additional certifications in progress

WORK EXPERIENCE

Marketing & Demand Generation Manager

SureFire Local — Remote (Austin, TX) FEB 2021 – SEP 2026

- Served as HubSpot Super Admin, with administrator roles in Salesforce and a proprietary sales platform, across an integrated environment of 600K+ prospect, contact, and customer records
- Architect of 50+ automated workflows for lead scoring, routing, nurture, and qualification — replacing first-come, first-served lead claiming with scored, rules-based handoff to sales
- Built and maintained executive dashboards pulling from HubSpot, Salesforce, and sales management systems, with automated daily, weekly, and monthly KPI reporting and year-over-year analysis
- Managed database hygiene and pruning across systems, keeping HubSpot marketing-contact costs in check without losing the full record set
- Integrated company-licensed ChatGPT and Claude with HubSpot and Slack; used them to analyze and improve nurture streams, lead generation, and customer service responses
- Owned the conversion tracking behind a \$500K+ annual Google Ads and Meta budget producing 1,000+ MQLs monthly
- Ran 12 webinars a year through HubSpot, from registration and promotion through follow-up, feeding 2,300+ opt-in small business owners annually directly into demand gen

Specialist, Marketing Channels North America

Thales DIS, Inc. (formerly Gemalto) — Remote (Austin, TX) SEP 2016 – JAN 2021

- Principal CRM administrator across multiple legacy systems during a complex global acquisition, acting as liaison between North American operations and the international Thales organization
- Directed North American marketing operations and performance analytics, including lead generation and SEM/PPC campaigns
- Supported banking, government, IoT, and mobile network operator divisions, coordinating with teams across North America, Europe, and Asia in a fully remote capacity

Marcom Specialist

Trillium US, Inc. (formerly Oxford Instruments Austin) — Austin, TX MAY 2012 – SEP 2016

- Led a new CRM implementation covering strategy, content organization, database segmentation, and rollout across the sales organization
- Built and managed an e-commerce platform from the ground up, handling technical implementation, catalog development, and order processing independently

Director of Marketing

Distribution — Dallas, TX NOV 2009 – MAR 2011

- Managed Salesforce CRM administration including pipeline reporting, contact database analytics, and training for sales teams

EDUCATION

Bachelor of Arts in Advertising

Southern Methodist University, Dallas, TX