KAWALJEET SINGH

Software Administrator

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in ksingh130   ⌂ ksingh130

EXPERIENCE

Solutions Engineer
Self Employed

📅 Mar 2024 – Present   📍 Toronto, ON

- Renovated the historical HubSpot ecosystem to incorporate company renovations including new practices, user profiles, formatting, and automation
- Created best practices surrounding contacts to save the company money by preventing overuse of the subscription.
- Introduced new tools in HubSpot to the current admins and sales team, which allowed for more streamlined and automated use of the sales hub.

HubSpot Implementation Specialist
Flawless Inbound

📅 May 2022 – Mar 2024   📍 Toronto, ON

- Audited and updated the current HubSpot system, created new integrations, and set up new procedures that improved the current sales and marketing processes.
- Created new apps and integrated new software into the tech stack that simplified the sales process by eliminating unnecessary tasks and providing data integrity checks for the sales team.
- Improved and expanded upon the automated ticketing system for deals to reduce actions required by the sales team to close orders.
- Used JavaScript in custom code snippets to customize automation and processes to improve data quality and create new solutions to complex problems.
- Lead essential marketing operations initiatives in different marketing automation platforms, such as managing the lead lifecycle, lead scoring, lead nurturing, segmentation, and data cleansing
- Updated the previous HubSpot workspace to minimize redundant data as well as improve the company's HubSpot ecosystem through automation and workflows to make future projects easier to set up.
- Created new data connections to various social media platforms such as LinkedIn, Facebook, and Google Ads to get a more complete version of the company's marketing data.
- Led the update and redesign of the HubSpot system to make the software more efficient and usable for the company, in addition to helping to collect data from various sources and assist with data visualization.

Data Analyst
6ixCloud

📅 Dec 2020 – Nov 2021   📍 Toronto, ON

- Working closely with a team to collect client data from various sources, performing data processing and visualizing. Dashboards were used to collect insights which were presented to both clients and the CTO.
- Connect multiple data sources to a single dashboard to give more detailed and precise data to help drive more informed data solutions.
- Performed ETL by collecting data from various databases such as Snowflakes, Amazon, and Google Analytics, transforming and validating data using Excel and visualizing data in Looker/Tableau

EDUCATION

Post Graduation Diploma: Cloud Computing emphasis in Big Data
Lambton College

📅 Jan 2019 – Aug 2020 - GPA 3.5/4.00

BSc: Information Technology
Guru Nanak Dev University

📅 April 2014 – June 2017 - CGPA 7.40/10.00

CERTIFICATIONS

- Salesforce Administrator - in process
- HubSpot Architecture I: Data Models and APIs
- Data Integration
- HubSpot Reporting
- HubSpot CMS for Developer Certification
- HubSpot Marketing Software
- HubSpot Sales Software
- HubSpot Service Software
- Microsoft Certified: Azure Fundamentals - Microsoft
- AWS Solution Architect Associates- Amazon

TECHNICAL SKILLS

- **HubSpot:** Serverless Functions, Workflows, APIs, Developer Tools (CLI), Apps, HubL, HubDB
- **Platforms:** HubSpot, NetSuite, Salesforce.
- **AWS:** Lambda, API Gateway, RDS, EC2, S3, SQS, CloudWatch
- **Language:** Python, JavaScript (/Node.js/React), HTML/CSS, MySQL, REST APIs, JSON/CSV
- **Product Marketing:** Product Positioning, Go-to-Market Strategy, Sales Enablement
- **Analytics and Reporting:** Power BI, Looker, Tableau, Real-time Monitoring Dashboards
- **CRM Tools:** Make (Integromat), API Integration, Zapier, Xplenty

Jr Data Analyst (Internship)
We Can Win

📅 Apr 2020 – Aug 2020   📍 Toronto, ON

- Utilize Excel spreadsheets to perform data wrangling and data mining
- Developed a working knowledge of Python language for data analysis using Pandas and NumPy.
- Compose queries to access data in cloud databases using SQL and Python from Jupyter notebooks.