# VALMIGHT JOHN “BASS” VALMONTE

**SENIOR HUBSPOT SOLUTIONS ARCHITECT | CRM ADMINISTRATION & MARKETING OPERATIONS**

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## PROFESSIONAL PROFILE

Senior HubSpot solutions architect and CRM administrator with 15+ years of experience across marketing operations, lead generation, and sales operations. Designs, builds, and runs dependable HubSpot CRM infrastructure: clean data, lifecycle stages, tested workflows, lead scoring, lead routing, and reporting, handed over so teams can run it every day. Built the HubSpot lead intake, enrichment, and routing system a 35+ person department ran on at Cloud Employee, then administered a live HubSpot CRM at Rover. Extends HubSpot with API integrations, webhooks, n8n, Make, Zapier, and AI-assisted automation.

## CORE CAPABILITIES

**HubSpot CRM & Marketing Operations:** CRM governance, lifecycle stages, workflows, sequences, lead scoring, lead routing, reporting
**Data Foundations & Audits:** duplicate checks, formatting rules, property and workflow audits, data clean-up, team training
**Automation Around HubSpot:** n8n, Make, and Zapier workflows, AI-assisted enrichment and qualification, process automation, internal tools
**HubSpot Integrations & Reporting:** HubSpot API, webhooks, enrichment and outreach tools, dashboards, workflow QA and documentation

## PLATFORMS & TECHNICAL TOOLKIT

**HubSpot:** Marketing Hub, Sales Hub, Data Hub (most depth), HubSpot API; also worked with Service Hub, Content Hub, Breeze AI
**Automation & Data:** n8n, Make, Zapier, Airtable, Clay, Apollo, API integrations, webhooks
**AI & Development Tools:** Claude, Claude Code, Claude Cowork, Gemini, Lovable, VS Code
**Other CRM & Analytics:** Salesforce, GoHighLevel, ActiveCampaign, Mailchimp, GA4, Looker Studio, Google Ads, SEMrush

## SELECTED HUBSPOT SYSTEMS

### HubSpot Lead Intake, Enrichment & Routing | CLOUD EMPLOYEE

- Replaced manual lead scraping and manual HubSpot look-ups with automated intake: HubSpot is checked for duplicates automatically, new records are created under strict data rules, and existing records are enriched instead of duplicated.
- Built the HubSpot workflows behind it: qualification lists, webhook enrichment, warm-lead notifications, lead routing by location, country, or tech stack, email sequences, cold-to-warm status automation, and activity-based lead scoring.
- Roughly doubled leads sourced per person per day (from 30–40 to 80–100) and saved 10+ hours per employee every week; sales received records already corrected, updated, and enriched.

**Technology:** HubSpot workflows, lists, sequences, lead scoring, lead routing, webhooks, reports; n8n, Apollo, Apify, RocketReach, Hunter.

### HubSpot CRM Administration & Marketing Operations | ROVER

- Administered HubSpot CRM governance and day-to-day marketing operations, covering lifecycle automation, data hygiene, email systems, and reporting.
- Maintained CRM processes and automation to support consistent contact and lifecycle management, reliable marketing execution, and data-informed decision-making.

**Technology:** HubSpot CRM, Marketing Hub, lifecycle workflows, email automation, CRM reporting.

### HubSpot-Synced Lead Generation Pipeline | n8n + HubSpot CRM API

- Implemented an 11-workflow n8n architecture spanning ICP synthesis, company sourcing and scoring, contact enrichment, verification, lead scoring, HubSpot synchronization, outreach enrollment, reply handling, and KPI collection, with Airtable as the data layer and HubSpot as the sales CRM.
- Built in operational safeguards: deduplication, record-status transitions, API throttling, retry handling, webhook processing, error alerts, health checks, suppression rules, and workflow logging.

**Technology:** n8n, Airtable, HubSpot CRM API, Reply.io, Claude, Apollo, Hunter, RocketReach, Firecrawl, Apify, Slack, APIs, webhooks.

## PROFESSIONAL EXPERIENCE

### AI Automation Engineer | VA Masters | Aug 2026 – Present

*Part-time | Remote | Israel-based organization*

- Analyze internal processes to find bottlenecks and repetitive work, then design and implement AI-powered workflows, agents, and API integrations across internal tools.
- Monitor, troubleshoot, document, and optimize automations so they stay reliable; work with internal stakeholders to translate business needs into practical solutions.

### AI & Automation Specialist (Freelance / Consulting) | AI Agency Lab | May 2025 – Present

*Independent, flexible, project-based client engagements alongside full-time employment.*

- Designed multi-platform automation workflows using Make, n8n, and Zapier, with reported manual-workload reduction of approximately 40%.
- Built lead-generation, enrichment, qualification, and scoring workflows that sync verified contacts to HubSpot and create deals and tasks for sales.
- Integrated AI-enabled chatbots, data-processing tools, and marketing automation to support customer experience, lead nurturing, and retention.
- Worked with clients and internal teams on requirements, iterative delivery, workflow QA, documentation, maintenance, and adoption.

## PROFESSIONAL EXPERIENCE — CONTINUED

### Marketing Lead & HubSpot CRM Administrator | ROVER | Apr 2024 – Jul 2025

*Sydney, Australia | Remote*

- Administered HubSpot CRM governance, lifecycle automation, data hygiene, email systems, and reporting.
- Created and maintained automated workflows, email campaigns, and lead-nurturing sequences in HubSpot.
- Ran regular CRM audits for data integrity and adoption, and trained and supported the team on HubSpot.
- Built AI-assisted LinkedIn prospecting workflows, lead-scoring models, and automated email processes; improved qualification accuracy by approximately 20%.
- Managed SEO/SEM, analytics, and cross-channel performance reporting to support data-informed marketing decisions.

### Lead Generation Manager → Head of Lead Generation & SDR → Digital Marketing Specialist | Cloud Employee | Jun 2020 – Jul 2024

*Philippines*

- Earned two promotions, progressing from lead-generation management to department leadership and full-funnel digital marketing ownership.
- Built the HubSpot lead intake, enrichment, and routing system the department ran on: automatic duplicate checks, data governance, qualification lists, webhook enrichment, lead routing, and sales notifications.
- Built the email sequences, cold-to-warm status automation, and activity-based lead scoring in HubSpot.
- Results of the HubSpot workflow redesign: leads sourced per person roughly doubled (30–40 to 80–100 a day), 10+ hours saved per employee every week, 60% more qualified leads against the previous quarter's average, and 45% above the year-end ROI target.
- Managed a cross-functional team of 35+ lead-generation agents, team leaders, and subject-matter experts, delivering 45+ qualified leads per month.
- Expanded responsibilities to SEO, SEM, social media, email, content marketing, PPC, website experience, analytics, and budget oversight.
- Recognized as Employee of the Year in 2022; contributed to reported organizational growth of 66% over two years.

## EARLIER CAREER

Founder, Musikable (Moshi Custom Audio Cables) (2018–2022) • Head of Sales / Project Manager, Lead Generation, CloudConsole IT Services (2018–2019) • Ecommerce Manager / Amazon Brand Manager, Nevarra Group Ltd (2016–2019) • Marketing Director, Comcensys Business Solutions (2016) • Earlier roles in Amazon brand support, recruitment, customer operations, sales leadership, and technical support (2008–2016).

## SELECTED RECOGNITION & CREDENTIALS

- Employee of the Year, Cloud Employee (2022) — recognized for the results of the HubSpot workflow redesign, process improvements, and contribution to organizational growth.
- HubSpot Academy: HubSpot Marketing Software (issued Mar 2024); Digital Marketing (issued Jan 2024); Email Marketing (issued Jan 2024).
- Additional training: Programming Foundations with Python; Marketing Foundations: Analytics (IIBA); Email and Newsletter Marketing Foundations (PMI); Digital Marketing Strategy; Integrated Online Marketing Plan; Digital Marketing Foundations; Scrum Master Certification Prep.

## EDUCATION

**B.S. Applied Physics (Undergraduate)** — Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST), Cavite
**Vocational Diploma, Information Technology** — Cavite Computer Center (2004–2006)

## LANGUAGES

Filipino/Tagalog — Native or Bilingual • English — Professional Working Proficiency