

JEFF KEMP

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Technology Consultant | Business Systems Manager/Analyst | Digital Project Management | Program Leadership | Process Optimization | GTM | CRM & Marketing Automation | Digital Strategy

SUMMARY

Highly accomplished and results-driven technology professional with 30 years overall sales and marketing experience including 10+ years of dedicated experience leading complex CRM, marketing automation, and web consulting projects.

Proven ability to create project plans, coordinate cross-functional teams, manage client relationships, and optimize processes and tech platforms to achieve measurable business outcomes. Expert in leveraging technology (Salesforce, Pardot, HubSpot, ClickUp, Airtable, WordPress, etc.) to drive marketing and sales efficiency, enhance client engagement, and deliver successful implementations.

Seeking to apply extensive project leadership, strategic planning, and technical expertise to a challenging role in the tech industry: **Technology Manager, Business Systems Analyst, Business Systems Manager, CRM Owner, CRM Manager, Web Manager, Marketing Project Manager, Web Project Manager, Digital Project Manager, Engagement Manager, Product Owner, Product Manager, Partner Marketing Manager, Product Marketing Manager, Marketing Automation Manager, Marketing Manager, Campaign Manager.**

CORE COMPETENCIES

Project Management	Program Management	Process Optimization
CRM & Marketing Automation	Marketing Operations (MOPs)	Discovery & Requirements Gathering
Salesforce Admin & Pardot Consultant	HubSpot Ecosystem Expert	WordPress Expert
Data Management & Analytics	Client Engagement, Training & Documentation	Vendor, Partner, Stakeholder Management
Digital Strategy (Email/Web/SEO)	Sales & Marketing Automation	Business Acumen & Leadership

PROFESSIONAL EXPERIENCE

OPTIMAL BUSINESS CONSULTING, Founder | Technology Consultant (JUN 2018 - PRESENT)

CRM / Marketing Automation / Web

- **Led 50+ full-lifecycle consulting engagements** (Salesforce, Pardot, HubSpot) for mid-market and enterprise clients, creating the project plan and consistently delivering projects on time and within scope.
- **Managed client-facing projects for CRM, marketing, & web initiatives**, coordinating internal teams, vetting and training subcontractors, and managing 3rd-party vendors from proposal to post-implementation support.
- **Developed and executed project proposals & SOWs**, defining scope, pricing, proposals, and timelines for complex consulting engagements.
- **Administered & optimized Marketing Automation, CRM, and CMS platforms** (Pardot, HubSpot, Salesforce Sales Cloud, WordPress), focusing on platform optimization, process optimization, lead management, email marketing, campaign management, data segmentation, and automation workflows.
- **Drove significant process improvements & tech stack optimizations** (RevOps) for scaling companies.

- **Worked white label** under a dozen Salesforce Partners and HubSpot Partners as SME.

SYSTEMATIZE.ai, Owner | Productivity & No-Code Solution Consultant (DEC 2023 – PRESENT)

- **Product advisory for online tool selection** including score cards, RFP process, implementation SOW.
- **Process optimization consulting & no-code solutions** to improve operational efficiency and outcomes.

MILE HIGH MARKETING (d.b.a. SiteSubscribe), Owner | Marketing & WordPress Technology Consultant (FEB 2009 – JUL 2018)

- **Created Project Plans & Directed client-facing web and marketing projects**, managing subcontractors, vendors, and client teams including international teams.
- **Marketing Automation (Pardot Consultant) & WordPress maintenance and support** for SMB & mid-sized organizations, providing strategic and tactical B2B marketing expertise across diverse industries.
- **Designed, built, & optimized 50+ corporate websites including 200 page website**, implementing SEO, CRO.

DEMANDPOINT, Product Manager / Product Marketing Manager (SEP 2008 – FEB 2009)

- **Developed Go-To-Market (GTM) roadmap & commercialization plans** for new products.
- **Managed requirements & product backlog**, collaborating with development and business stakeholders.
- **Developed product marketing materials.**

PANASONIC AVIONICS CORPORATION, Product Manager -- Software Applications & Services (MAY 2006 – SEP 2008)

- **Managed complex client programs**, serving as a liaison between engineering, sales, and other departments to translate customer needs into clear product requirements.
- **Oversaw full product lifecycle (SDLC)** for web-based In-Flight Entertainment and Communications (IFEC) systems used by major airlines.
- **Achieved \$100K annual savings** by renegotiating vendor contracts for online content.
- **Developed product marketing materials**, assisted with trade shows.

EDUCATION & CERTIFICATIONS

- **Google AI Essentials** - 2026
- **Certified Airtable Enterprise Administrator** - 2025
- **ClickUp Expert Certification** - 2023 3yrs
- **Salesforce Certified Platform Administrator** - 2023 3yrs
- **SmartSuite Consultant Certification** - 2023 3yrs
- **HubSpot Solution Partner** - 2023 1.5yrs
- **HubSpot Marketing Hub Implementation Certification** - 2022 4yrs
- **Salesforce Partner** - 2018 8yrs
- **Salesforce Certified Pardot Consultant (Marketing Cloud Account Engagement Consultant)** - 2015 11yrs
- **Salesforce Certified Pardot Specialist (Marketing Cloud Account Engagement Specialist)** - 2015 11yrs
- **NetSuite Solution Provider Implementation Training Certificate** - 2004

TECHNICAL SKILLS

- **Project Management:** ClickUp (Certified Expert), Airtable (Certified Admin), Wrike, Asana, JIRA, Monday.com, SmartSheet, MS Project, Trello, Basecamp, Teamwork, TaskRay, Mavenlink, Aha!, Podio, ActiveCollab, Ganttlic
- **CRM & Marketing Automation:** Salesforce (Certified Salesforce Admin, Sales Cloud, Certified Pardot Consultant), HubSpot (Sales Hub, Marketing Hub, CMS Hub), PipeDrive, Act-On, ActiveCampaign, Ontraport
- **Web & CMS:** WordPress (Expert), WooCommerce, BigCommerce, Shopify, Squarespace, Drupal, Wix, CloudFlare, Google Search Console, Google Analytics, Google Tag Manager (GTM), SEMRush, WPEngine, DNS
- **Data & Analytics:** Excel/Google Sheets (Expert), Airtable (Airtable Admin), Google Analytics, Dataloader, Insycle
- **Productivity & Collaboration:** Google Workspace, Microsoft Office365, Slack, Zoom, Teams, Miro, LucidChart, Confluence, Loom, Zight
- **No-Code/Database:** Airtable (Expert / Certified Airtable Admin), SmartSuite (Certified Consultant), Zapier
- **Design & Media:** Photoshop (Advanced), Illustrator, Figma, ScreenFlow, Camtasia, Litmus, Stripo
- **Sales Enablement:** LinkedIn Sales Navigator, Apollo, Better Proposals, Docusign, Dealfront, Surfe, Pathfactory
- **Programming & AI:** HTML, CSS, JavaScript, SQL, PHP, ChatGPT, Gemini, Grok