

AMANDA FRIETSCH

MARKETING OPERATIONS | INTEGRATED SYSTEMS | PRACTICAL AI



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WHY BRING ME TO YOUR TEAM?

Because you need more than campaigns — you need infrastructure.

With over a decade of HubSpot Super Admin experience, I build scalable lifecycle automation, routing logic, and reporting frameworks that turn marketing activity into revenue performance. I prioritize data integrity, operational consistency, and clarity across the organization.

Grounded in customer success principles, I design systems with empathy and curiosity, balancing internal enablement with external customer experience to drive sustainable growth.

IMPACT ACROSS ORGANIZATIONS

Revenue Platform Transformation

Transformed HubSpot from a fragmented cost center into an adopted, revenue-aligned platform across five brands, including ongoing onboarding of newly acquired and launched brands. Architected standardized lifecycle frameworks, routing logic, and governance structures to support a scalable, multi-brand growth model while establishing a trusted single source of truth for executive funnel reporting.

Executive Revenue Reporting

Designed and standardized executive sales performance, pipeline, and funnel dashboards, reducing reporting discrepancies and driving data-backed decision-making across marketing, sales, finance, and operations.

Analytics Modernization

Led early transition to GA4 ahead of the industry deadline, preserving historical reporting integrity and ensuring uninterrupted executive analytics while maintaining compliance across digital properties.

B2C Revenue Strategy

Elected Marketing Director, Cincinnati Rollergirls. Led B2C marketing and revenue strategy for ticketing, merchandise, and events, driving audience growth and game-day revenue through multi-channel campaign execution and community engagement.

Systems Integration Leadership

Led HubSpot-ConnectWise integration via custom API, enabling closed-loop reporting and increasing marketing operational efficiency by 25 percent while improving sales visibility into campaign-driven revenue.

Lead Management Optimization

Designed structured lead routing and marketing-to-sales SLA processes, reducing response time by 35 percent and increasing qualified pipeline contribution from marketing-sourced leads.

CORE COMPETENCIES

Marketing Operations

HubSpot Administration (Lifecycle Design, Automation, Governance)

AI-Enhanced Marketing Automation & Workflow Optimization

Lifecycle & Funnel Strategy (Lifecycle Frameworks, Lead Scoring, Routing Logic)

CRM & GTM Integrations (API Integrations, Sales Alignment, Data Syncing)

Data Governance, Database Strategy & AI-Assisted Insights

Performance Analytics & Revenue Reporting (Pipeline, Conversion, Attribution)

Executive Dashboard Development & KPI Standardization

Workflow Automation, QA & Process Optimization

Campaign Operations & Nurture Architecture

Cross-Functional Organizational Alignment

Website & CMS Migration (WordPress to HubSpot CMS)

Project & Systems Implementation Leadership

SYSTEMS & TECHNICAL EXPERIENCE

- HubSpot Super Admin Configuration
- Lifecycle Architecture and Lead Scoring Models
- Workflow Automation and QA Testing
- CRM and API Integrations
- Data Governance and Attribution Frameworks
- Executive Dashboard Development
- Marketing and Sales Routing Logic
- GA4 Configuration and Reporting

LEADERSHIP & PROFESSIONAL SKILLS

- Executive Communication and Public Speaking
- Cross-Functional Leadership
- Strategic Systems Thinking
- Operational Discipline and Quality Assurance
- Data-Driven Decision Making
- Creative Problem Solving with Design Perspective
- Resilience in High-Pressure Environments
- Team Development and Mentorship
- Change Management and Platform Adoption
- Positive Leadership Presence

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Active**
HubSpot Reporting Certification
Valid: February 17, 2026 – March 19, 2027
- In Progress**
HubSpot Revenue Operations Certification
Expected Completion: February 20, 2026
- HubSpot Data Integrations Certification
Expected Completion: February 2026
- Salesforce Certified Platform Foundations
Expected Completion: March 2026

WORK EXPERIENCE

Marketing Operations Manager

Blue Alliance, Cincinnati | Oct 23 - Jan 26

- Owned day-to-day marketing automation and lifecycle operations in HubSpot across five brands while contributing to the strategic vision and evolution of the overall MarTech stack. Supported 12–14 Account Executives and SDRs through campaign execution tied to active sales initiatives, outbound development, inbound marketing, and multi-channel growth programs.
- Managed workflows, nurture sequences, segmentation, lead scoring, and routing logic to ensure consistent lead flow and visibility across revenue teams.
- Maintained data governance standards and database health, including compliance, suppression management, and reporting integrity, while delivering recurring lifecycle and pipeline performance reporting across the organization.
- Increased platform adoption and recurring licensing pipeline performance through hands-on enablement, documentation, troubleshooting, and process reinforcement across marketing, sales, and operations.

Marketing Leader

Terillium, Cincinnati | Jan 22 - Aug 23

- Led marketing strategy and operations across three product divisions, overseeing campaign planning, SEO, content, email, and social while modernizing systems, analytics, and execution processes to improve visibility and alignment with sales and executive leadership.
- Team & Cross-Division Leadership: Managed and developed a two-person marketing team while delivering unified execution across distinct go-to-market strategies.
- Operational & Analytics Modernization: Streamlined Asana workflows, standardized marketing intake and planning processes, and led early migration to GA4, ensuring uninterrupted performance tracking and executive reporting continuity.
- Demand & SEO Growth: Built a sales-informed keyword strategy and launched an integrated pricing calculator using Typeform, HubSpot, and WordPress, resulting in 25% of targeted keywords ranking within two months and a projected 15% lift in organic traffic to high-intent pages.

CERTS & DEV CONTINUED

Previously Earned (Renewal Planned)

HubSpot Marketing Hub Software Certification
HubSpot Sales Hub Software Certification

Additional Professional Certifications

American Marketing Association (AMA)
Professional Certified Marketer – Marketing Management
Professional Certified Marketer – Content Marketing
Professional Certified Marketer – Digital Marketing

EDUCATION

Bachelor of Arts, Graphic Design

The Art Institute | 2002–2006
3.9 GPA | Dean's List & President List Recognitions

REFERENCES

Nick Recker
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WORK EXPERIENCE CONTINUED

Marketing Manager (2016 – 2022) Marketing Coordinator (2012 – 2016)

Emerge IT Solutions | Erlanger, KY | Oct 2012 – Jan 2022

- Sole marketing leader responsible for end-to-end strategy, execution, and marketing technology management, partnering with sales and executive leadership to support revenue growth and operational efficiency.
- Marketing Technology & Systems Integration: Implemented HubSpot as the centralized marketing and sales platform, integrated with ConnectWise via Bedrock, and migrated the website to HubSpot to unify automation, reporting, and data governance.
- Demand Generation & Digital Execution: Led digital campaigns, SEO, content, social media, events, and web optimization to drive consistent pipeline contribution and brand visibility.
- Reporting & Enablement: Developed executive-facing dashboards and partnered with HR on training and recruitment marketing initiatives, strengthening internal enablement and organizational growth.

RELEVANT EXPERIENCE (EARLIER ROLES)

Installed Sales Coordinator

Lowes Home Improvement, Cincinnati, OH | PT (2007–2010) | FT (2010–2012)

Marketing Assistant (Contract)

CFM International, Cincinnati, OH | Contract 2007 - 2010

PLATFORMS & SYSTEMS

CRM & MARKETING OPERATIONS

HubSpot (Enterprise – All Hubs)
Administration, Database Management, Reporting, Workflows, & Custom Objects
Mailchimp
Constant Contact

REVENUE INTEL & SALES ENGAGEMENT

ZoomInfo
Apollo

SURVEY & DATA COLLECTION

SurveyMonkey
Typeform

PROJECT AND COLLABORATION MANAGEMENT

Asana
Monday.com
Notion
Todoist
Fellow
Microsoft SharePoint

ANALYTICS & PERFORMANCE

Google
Google Analytics, Search Console, Google Ads, Google Business, Tag Manager
SEMrush
Ahrefs
Microsoft Excel

CONTENT MANAGEMENT & WEB

WordPress
HubSpot

CREATIVE & DESIGN

Adobe Creative Suite
Photoshop, Illustrator, InDesign, Premiere Pro
Canva
Microsoft PowerPoint

SOCIAL & VIDEO PLATFORMS

LinkedIn
YouTube
Meta

LETTER OF RECOMMENDATION

To Whom It May Concern,

I am pleased to recommend Amanda Frietsch, who served as Marketing Operations Manager at Blue Alliance. Amanda joined Blue Alliance with a strong technical understanding of HubSpot, and the broader ecosystem of tools required to operate a modern, professional sales and marketing organization in the MSP ecosystem.

From the outset, Amanda proved to be a diligent, reliable, and highly capable team member. She consistently stayed current on new features and capabilities across the platforms we relied on and ensured our marketing and sales technology was configured, optimized, and fully supporting the team’s objectives. Her work ensured that technology was never a barrier to execution—only an enabler.

Amanda was universally appreciated by the sales and marketing teams for her accessibility, responsiveness, and collaborative mindset. She is reliable, pleasant to work with, and naturally embraces teamwork, partnering closely with others to help them succeed. Her calm, steady presence and technical competence brought confidence and stability to our go-to-market operations.

Due to an evolution in our customer acquisition strategy, certain functions within our sales and marketing operations were impacted. Amanda’s role was affected by this change; however, this decision was in no way a reflection of her performance, capability, or the value she brought to our organization.

Amanda was well-integrated into our team and performed her role exactly as expected—and often beyond. She has my strong recommendation and would be a valuable addition to any organization seeking a dependable, technically strong, and collaborative marketing operations professional. Please feel free to contact me if additional information would be helpful.

Sincerely,
Nick Recker
Founder & CEO, Blue Alliance

VOLUNTEER EXPERIENCE

CURRENT

Certified Docent | Spring Grove Cemetery & Arboretum | 2017–Present

- Trained volunteer leading historical tours, conducting research, writing interpretive content, and representing Spring Grove through community outreach.

Volunteer | Clifton Historical Society | 2024–Present

- **Publications**
 - **Legacy of Landscapes — 2024** | A self-guided tour book exploring the historical and cultural connections between Spring Grove Cemetery, Clifton, and the Cincinnati Horticultural Society.
 - **Clifton’s National Treasure — 2025** | A community-focused historical work documenting the history of Clifton Methodist Church and its world-renowned stained glass windows, created to raise awareness and support for their preservation.

PAST

BOARD & LEADERSHIP ROLES

Board of Trustees Member | Envision | 2023–2025

- Led trauma-informed redesign of the mental health building post-remodel
- Organized and managed volunteer mural teams to enhance therapeutic spaces
- Contributed strategic oversight for facilities and IT initiatives

Board of Trustees Member | Tender Mercies | 2022–2024

- Supported the organization’s mission to provide housing, dignity, and community for adults experiencing homelessness and mental illness.

Associate Board Co-President | Tender Mercies | 2019–2023

- Served as liaison between the Associate Board and Board of Trustees; provided leadership for young professional engagement and governance continuity.

AMA Agency Project Manager (Volunteer)

- Harriet Beecher Stowe House | 2023 | Led a six-month engagement managing a team of four volunteer marketers and designers to support the grand reopening, ongoing strategic planning, and HubSpot onboarding to unify marketing and fundraising platforms.

ATHLETIC & COMMUNITY

- Announcer (House & Livestream) | Cincinnati Rollergirls | 2018–2025
- Bench Coach | Cincinnati Rollergirls | 2018–2025
- Leadership Team Project Manager | Cincinnati Rollergirls | 2018–2023
 - Implemented and managed a project management platform to improve accountability and institutional knowledge.
- New Skater Coordinator | Cincinnati Rollergirls | 2018–2023
 - Led recruitment, onboarding, bootcamps, and developmental coaching.
- Elected Marketing Director | Cincinnati Rollergirls | 2013–2018
 - Oversaw media, advertising, merchandise, ticket sales, and event promotion while serving as an elected league leader.
 - Applied B2C marketing and sales strategies to drive audience growth, community engagement, and game-day revenue through multi-channel campaigns, partnerships, and brand stewardship.