

Asia Ferguson

Marketing Automation Specialist HubSpot Specialist Email & CRM Operations

hello@asiaferguson.com • 1-513-560-9315
linkedin.com/in/asiaferguson • asiaferguson.com • Dayton, Ohio

Summary

Marketing automation and email operations specialist who helps teams improve campaign execution, audience targeting, CRM hygiene, and lifecycle marketing operations. Experienced in HubSpot workflows, segmentation, landing pages, reporting, email campaigns, and conversion-focused copy for B2B and client-service environments. Combines technical execution, process improvement, and content strategy to support more effective, scalable marketing programs.

Education

Master's Degree in Marketing,
Digital Marketing
Southern New Hampshire University,
Manchester, New Hampshire

Bachelor of Science,
Computer Information Systems
DeVry University, Columbus, Ohio

Affiliations

Member, American Marketing Association,
9/2020 - Present

Professional Training

- HubSpot Academy: Email Marketing, CMS Hub Implementation, Content Marketing, SEO, Growth-Driven Design, Digital Marketing, Social Media Marketing, Sales Hub, Service Hub
- Google Analytics Certification
- SEO Essentials with Semrush
- Content Marketing Essentials for SEO and AI Search with Semrush

Technical Proficiencies

- HubSpot
- MailChimp
- Customer.io
- ClickUp
- Asana
- Salesforce/Pardot
- WordPress
- Webflow
- HTML/CSS
- Canva
- Adobe Creative Suite

Areas of Expertise

- Marketing Automation
- Audience Segmentation
- Reporting & Dashboards
- Lifecycle Marketing
- Workflow Development
- Campaign Operations
- Cross-Functional Collaboration
- CRM & Data Hygiene
- A/B Testing
- Lead Nurturing
- Landing Pages
- Email Marketing
- Website Content Updates
- Copywriting

Professional Experience

Freelance

Digital Marketing Specialist | 2024 – Present

- Help businesses turn scattered marketing efforts into more targeted, measurable campaigns across email, automation, segmentation, and website content.
- Resolve audience targeting challenges by building dynamic segments based on lifecycle stage, engagement behavior, and exclusion logic to reduce campaign overlap.
- Design HubSpot and Mailchimp workflows that automate enrollment, personalize follow-up paths, update contact properties, and improve attribution visibility.
- Strengthen campaign performance through audience-aware subject lines, preview text, and conversion-focused email copy tailored to brand voice and goals.
- Reduce production friction by developing reusable copy frameworks for newsletters, nurture sequences, promotional emails, and event campaigns.
- Translate campaign and website performance data into actionable recommendations for messaging, send timing, segmentation, and content optimization.
- Clarify market positioning by analyzing direct and indirect competitors by audience, use case, messaging, pricing model, and differentiation.

Creation Agency, Remote

Marketing Automation Technology Specialist | 2021 – 2025

- Managed 10+ client HubSpot portals, helping organizations improve campaign execution, automation, segmentation, reporting, and lifecycle marketing operations.
- Built and maintained HubSpot workflows, active lists, forms, landing pages, and email assets to solve lead nurturing, follow-up, and audience targeting challenges.
- Improved marketing data quality by maintaining CRM hygiene, supporting cleaner segmentation, and creating more reliable campaign and reporting structures.
- Developed dashboards that translated campaign activity and engagement data into clearer performance insights for clients and internal teams.
- Designed and optimized automated email programs across HubSpot, Customer.io, and Mailchimp to reduce manual effort and improve timely, relevant audience communication.
- Partnered with cross-functional stakeholders to align messaging, audience logic, campaign timing, and execution across multiple client accounts.
- Supported WordPress and Webflow website updates to improve content accuracy, brand consistency, usability, and campaign landing page performance.

STRATACACHE, Dayton, Ohio

Web Developer | 2016 – 2020

- Built and optimized responsive web experiences using HTML, CSS, PHP, and WordPress to improve usability and support client goals.
- Translated business needs and client requirements into practical, functional digital solutions.
- Maintained WordPress websites to keep content accurate, brand-consistent, and performing reliably.