

Curriculum Vitae

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Profile

Dynamic and results-driven Marketing and Sales Operations Specialist with extensive experience in developing and implementing marketing strategies, optimising sales processes, and analysing performance data. Proficient in leveraging HubSpot for marketing automation, CRM management, and data enrichment. Demonstrated ability to streamline operations, improve pipeline performance, and generate qualified leads. Skilled in creating detailed KPI reports, forecasting revenue, and collaborating with cross-functional teams to drive growth and efficiency. Strong analytical, communication, and documentation skills, with a proven track record of enhancing operational workflows and maximising revenue potential.

Education

2021 - 2023	Lucerne University of Applied Sciences and Arts Master's degree in Online Business and Marketing <ul style="list-style-type: none">▪ Digital Customer Management▪ Online Customer Integration▪ Marketing and Sales Operations▪ Online Platform and Interfaces (E-commerce)▪ Digital Marketing and Artificial Intelligence
2012 - 2016	B.Sc. in Computer Science, Institut Supérieur de Formation Professionnelle (ISFOP), Cotonou, Bénin <ul style="list-style-type: none">▪ Second Class upper division▪ Favourite area of study: Computer Communication and Process Optimisation

Technical Proficiency and Skills

Sales, Marketing Operations and CRM Data Analysis

Streamlined sales and marketing processes between software tools and HubSpot CRM, forecasting revenue based on historical data and market trends. Improved pipeline performance and created automated sales KPI reports. Enhanced CRM data quality, trained employees on new processes, and maintained operational documentation.

General Skills: Maximised efficiency in sales and marketing processes, developed KPI tracking reports, and optimised campaign strategies. Strong analytical and communication skills facilitated effective collaboration and training.

Project Management:

- Managed multiple projects concurrently, ensuring timely and within-budget completion.
- Collaborated with cross-functional teams to define project objectives and gather business requirements.
- Developed and maintained operational documentation and training materials for new processes and software implementations.

Tools: HubSpot, Sales force, Tableau, Power BI, Looker Studio, Big Query, Google Suits, Google Analytics, Webflow, SQL, Python, Adobe Suits and other Sales and Marketing Automation tools.

Work Experience

Oct. 2025	Digital Marketing Data Analyst Scott Sports SA Fribourg, Switzerland Mission: Collect, clean & analyse data, Build & maintain dashboards and follow internal adoption
	Data Collection & Management: Establish and maintain data collection processes across all digital marketing channels. Including the configuration and maintenance of Tag management tools on both client and server.
	Compliance & Governance: Ensure all data collection practices comply with relevant privacy laws and regulations (GDPR, CCPA, etc.).
	Data Quality & Preparation: Perform data cleaning, validation, and transformation to ensure high-quality datasets for analysis. Consolidate and integrate data from multiple sources to create clean DataMarts which respond to specific business needs.
	Ad-hoc Analysis: Conduct ad-hoc analysis as required by the Marketing, Ecommerce, Product and other teams.
	Dashboard Development & Maintenance: Design, build, and maintain interactive dashboards and reporting solutions that provide visibility on business KPIs for all stakeholders.
	Training & Change Management: Develop and deliver training to enhance data literacy across marketing teams, creating documentation & best practices. Follow adoption and usage of dashboards and other tools.

	<p>Data Storytelling & Communication: Translate complex data findings into clear, compelling narratives that inform different audiences</p>
Feb. 2025	<p>Web Project Team (E-Commerce & Digital Projects) Scott Sports SA Fribourg, Switzerland.</p> <p>Analytics Architecture & Tracking</p> <ul style="list-style-type: none"> ▪ Drive the improvement and integration of our web analytics stack, including GA4 and server-side GTM (SSGTM via Stape). ▪ Champion internal adoption of analytics tools and capabilities across departments. ▪ Ensure robust, privacy-compliant tracking via Usercentrics Consent Management Platform (CMP). <p>Data Engineering & Visualization</p> <ul style="list-style-type: none"> ▪ Optimize BigQuery environments and build scalable datamarts using Dataform. ▪ Develop and maintain high-impact dashboards for teams including D2C E-Commerce, B2B, SEO, and Digital Campaigns. ▪ Integrate key data sources (Google, Meta, SAP) for cohesive performance reporting. <p>Conversion Rate Optimization (CRO)</p> <ul style="list-style-type: none"> ▪ Lead experiments to improve conversion and engagement across the web ecosystem. ▪ Identify and implement low-hanging fruit opportunities for measurable business gains. ▪ Work cross-functionally to prioritize data-led marketing and product improvements. <p>SEO Collaboration</p> <ul style="list-style-type: none"> ▪ Partner with SEO stakeholders to track performance and inform strategic decisions.
Sept. 2024	<p>Sales and Marketing Operations at Similarweb Zurich, Switzerland</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> ▪ Maintain and expand sales and marketing operational processes and workflows to maximise efficiency in generating qualified leads and revenue. ▪ Maintain and create marketing and sales management reports to track KPI progress and identify areas of improvement. ▪ Other Sales & Marketing tasks.
2023 - 2024	<p>Sales and Marketing Operations Analyst at 42Matters Zurich, Switzerland</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> ▪ Maintain and expand sales and marketing operational processes and workflows to maximise efficiency in generating qualified leads and revenue. ▪ Maintain and create marketing and sales management reports to track KPI progress and identify areas of improvement.

- Other Sales & Marketing tasks.

Marketing Operations:

- Developed and executed ABM strategies to engage target audiences, while optimizing HubSpot workflows to nurture leads and personalize messaging across channels.
- Analyse marketing performance data, gain actionable insights, and drive growth by monitoring campaign results, optimising strategies, and staying updated on industry trends.

Sales Operations:

- Develop, maintain and streamline operational processes between various connected sales software tools and HubSpot CRM.
- Develop, implement and maintain streamlined operations to assist inter-linking sales teams to optimise their daily tasks and improve pipeline performance.
- Develop and maintain automated weekly/monthly sales KPI reports for the Head of Sales.

CRM Data Analysis:

- Work with the data team to enrich the HubSpot CRM from our BWH to improve lead quality. Training and onboarding employees with new software/processes.
- Creating and maintaining documentation for all operations.

2022

Working student Hochschule Luzern

Media Specialist / Lucerne, Switzerland

- Record individuals (Students and Lecturer) using TriCaster and OBS system.
- Edit multiple streams of videos from TriCaster.

2021

IT Support Specialist and Live Q&A Coordinator TEDX

Hochschule Luzern / Lucerne, Switzerland

- Set up new user's accounts and profiles for video conferencing.
- Setup videos for live stream.
- Resolve technical difficulties.
- Coordination of live Q&A session.

2021

Athletic Sport Center GmbH (Applied research

project) / Lucerne, Switzerland

- Collaborated with a team to produce engaging photo and video content for a fight gym's website and social media, increasing class and program interest.
- Created and curated content for various channels, including blogs, social media, and newsletters, delivering white papers, case studies, and more.
- Managed and optimized social media accounts, including content scheduling, audience engagement, and targeted outreach.
- Coordinated shoots, oversaw editing, and designed graphics to establish a strong visual identity.

- Analyzed metrics to boost engagement and reach through strategic visual storytelling.

2019 **IT Officer / CRM Analyst at Emel Hospital / Lagos, Nigeria**

- Basic configuration of access list
- Install and configure computer hardware operating systems and applications.
- Monitored and maintained computer systems and networks, troubleshoot issues, and resolved hardware/software faults. Provided support, documentation, and assisted in new application rollouts.
- Set up new users' accounts and profiles.
- Test and evaluate new technology.
- Website and Social Media manager.

2017 - 2018 **IT Personnel HQ Eastern Naval Command Calabar (NYSC) / Cross-River, Nigeria**

- Handle projects using software's like Adobe suits, inventory management systems and Word Processing.
- Work with personnel in designing logos for the organisation.
- Lecture on the use of social media and on mobile GPS and its function
- Diagnosing computers for repair

Achievement: Implemented First Revenue Forecasting System and Outbound Campaign

Context: 42Matters revenue forecasting system establishment.

Action:

- Collaborated with the Sales Manager to develop and implement the first revenue forecasting system using HubSpot and analytics tools.
- Launched an outbound campaign to target potential leads and drive new business.

Result:

- Achieved 90% accuracy in revenue forecasts.
- Improved sales team efficiency and pipeline performance by 30%.
- Generated a 30% increase in qualified leads from the outbound campaign.

Professional Certifications

- **HubSpot:** HubSpot Marketing Software, HubSpot Sales Software, HubSpot Reporting, Inbound, Inbound Sales, Inbound Marketing.
- **ICRC:** International Committee of the Red Cross: Training workshop of the international humanitarian law and humanitarian principles.
- **NAFDAC:** National Agency for Food and Drug Administration and Control: The certificate was awarded in recognition of my valuable contributions in the fight against counterfeit medicines and other substandard regulated products.
- **NDLEA :** National Drug Law Enforcement Agency: The certificate was awarded in recognition of the meritorious contribution in the fight against drug abuse.

Reference

On demand.