TRACY TASMIN LEO

Marketing Administrator & Email Marketing Specialist

CRM Systems Administration · Campaign Coordination · Virtual Marketing Support

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Portfolio: portfolio-tracyleo.lovable.app

PROFESSIONAL SUMMARY

Detail-driven Marketing Administrator with **2.5+ years** of specialised experience in email marketing and CRM systems administration, built on **5+ years** total in digital marketing and administrative operations across creative agency, higher education, and healthcare environments. Four-time HubSpot-certified, spanning Email Marketing, Digital Advertising, CRM Data Integration, and AEO Fundamentals — with hands-on HubSpot experience building automated workflows, lead-scoring models, and contact segmentation across a 796-profile CRM database. Also runs Klaviyo lifecycle campaigns achieving a **34.7% average flow open rate** and **6.4% average click rate**, well ahead of the 20.73% / 2.6% industry benchmarks. Pairs hands-on marketing execution with strong administrative fundamentals built across executive and medical administration roles: calendar and inbox management, travel coordination, document organisation, and structured cross-time-zone communication with distributed teams and stakeholders.

CORE SKILLS

- **HubSpot & CRM Administration:** HubSpot (Certified) — Sales Hub, Workflows, Lead Scoring, Contact Segmentation, Data Hygiene, CRM Data Integration; Salesforce, Salesforce Marketing Cloud
- **Email Marketing & Automation:** Klaviyo, Mailchimp — lifecycle sequences, welcome/win-back flows, segmentation, A/B testing, deliverability & compliance (CAN-SPAM, GDPR)
- **Reporting & Optimisation:** Google Analytics 4 (GA4), UTM tagging, revenue attribution, campaign dashboards, conversion rate optimisation (CRO)
- **Campaign & Project Coordination:** ClickUp, Trello, Asana, Monday.com — multi-client project tracking, campaign calendars, budget reconciliation, async/cross-time-zone delivery
- **Virtual Assistant & Administrative Support:** Calendar & inbox management, travel coordination, document organisation, meeting support, market & competitor research, multi-client project management
- **Digital Marketing:** SEO, Answer Engine Optimisation (AEO), paid social (Meta/LinkedIn), content strategy, copywriting
- **Collaboration & Productivity Tools:** Notion, Google Workspace, Microsoft Office 365 (Word, Excel, PowerPoint), Zoom, Google Meet, Microsoft Teams, Slack
- **AI-Assisted Workflows:** ChatGPT, Claude, Gemini, Jasper AI, Canva AI, Perplexity — applied to campaign ideation, content production, and research

KEY ACHIEVEMENTS

- Four HubSpot Academy certifications (Email Marketing, Digital Advertising, CRM Data Integration, AEO Fundamentals), completed while working full-time.
- Reduced campaign and content production turnaround by **up to 40%** by integrating AI-assisted tools into weekly marketing and reporting workflows.
- Built HubSpot lead-scoring and segmentation models supporting **R1.8M** in managed pipeline value across 9 programmes, achieving a **31%** MQL-to-SQL conversion rate.
- Built and launched an automated HubSpot workflow — a 7-email nurture sequence over 14 days, from trigger to goal completion — supporting higher-education enrolment conversion.
- Delivered weekly and monthly performance reporting (GA4, UTM tagging, revenue attribution), translating campaign data into stakeholder briefings for CEOs and clients.

FEATURED WORK — PORTFOLIO HIGHLIGHTS

Full case studies with dashboards and screenshots: **portfolio-tracyleo.lovable.app**

- **CRM Workflow & Data Governance (HubSpot)** — Built and maintained a 796-contact HubSpot database on a 5-tier lead-scoring model (email opens, page visits, form fills). Hot leads route automatically to a 3-touch sales cadence; standardised naming conventions, UTM taxonomy, and weekly data-hygiene checks kept records trustworthy across 9 active programmes.
- **Interactive Campaign Dashboard** — Unified GA4, Klaviyo, and Meta Ads data into one stakeholder dashboard, cutting weekly reporting time by 4 hours and surfacing the abandoned-cart insight that led to R51K in recovered revenue.
- **HubSpot Build SOP / Team Enablement Guide** — Authored a workflow-building playbook now used for contractor onboarding and training — standardised naming conventions and a QA checklist reduced flow-launch errors to zero across the last 18 deployments.
- **Email Brand & Design System** — Rebuilt the email visual system for a Cape Town skincare brand: modular templates, tone-of-voice guidelines, and a 47-piece organised asset library that cut campaign design time from 3 hours to 40 minutes.

Combined impact across the campaign-execution projects above: **R142K** in attributed revenue, **4 hours** saved weekly on reporting, and **78%** faster campaign turnaround — alongside a governed 796-contact CRM database supporting **R1.8M** in pipeline value.

PROFESSIONAL EXPERIENCE

Marketing Administrator & Email Marketing Specialist | Entrè Marketing PTY LTD

February 2024 – Present | Hybrid — Cape Town

- Planned, built, and deployed end-to-end email marketing campaigns — newsletters, promotional sends, and automated lifecycle sequences — for a portfolio of clients across multiple industries.
- Administered client CRM systems (HubSpot, Klaviyo) — audience segmentation, workflow builds, and lifecycle tagging. Designed and managed Klaviyo automation flows for Entrè_Skin — welcome series, abandoned cart, and win-back campaigns; the flagship abandoned-cart flow achieved 51.7% open / 9.8% click / 4.1% conversion, recovering R51,205 in 30 days.
- Ran systematic A/B testing on subject lines, CTAs, and send times; tracked and reported performance uplift with actionable optimisation recommendations delivered to clients weekly.

- Monitored and maintained email deliverability and inbox placement rates; applied list hygiene protocols (bounce management, unsubscribe processing, suppression lists) and ensured full CAN-SPAM and GDPR compliance.
- Supported paid social advertising (Facebook, LinkedIn, Instagram) and affiliate marketing initiatives, and produced SEO-optimised content and campaign assets using AI-assisted tools (ChatGPT, Jasper AI, Canva AI).
- Organised and maintained a 47-piece digital asset library — visuals, templates, and brand components — for reuse across client campaigns, reducing asset search-and-prep time.
- Coordinated cross-functional project deliverables with the CEO and external stakeholders via ClickUp, ensuring on-time, multi-client campaign launches across all accounts.

Executive & Medical Administrator | **Prof. Stephen Jeffery Inc. — Netcare Christian Barnard Memorial Hospital**

January 2023 – January 2024 | Hybrid — Cape Town

- Provided comprehensive virtual executive and administrative support for a globally recognised surgeon: calendar management, international travel coordination, inbox management, and patient record administration.
- Coordinated medical PR communications, international conference logistics, and sponsorship documentation — managing stakeholder communications remotely across multiple time zones.
- Maintained structured, compliant documentation and reporting systems (including HIPAA-aligned record-keeping) — attention-to-detail and data organisation skills directly transferable to marketing and CRM reporting.

Career Advisor & Accounts Executive | **Red & Yellow Creative School of Business**

August 2022 – January 2023 | Hybrid — Salt River, Cape Town

- Developed and managed a B2B sales pipeline, identifying and converting qualified prospects into enrolled learners across Learning & Development programmes.
- Applied HubSpot CRM — lead scoring, workflow automation, and nurture touchpoints — to accelerate the prospect-to-MQL conversion cycle, consistently exceeding monthly enrolment targets.
- Created personalised outreach and follow-up sequences aligned to each prospect's stage in the decision journey — a direct precursor to lifecycle email marketing execution.
- Reported on pipeline performance, conversion metrics, and campaign ROI in weekly stakeholder briefings.

Enrolment Manager | **Masterstart PTY LTD**

June 2020 – July 2022 | Hybrid

- Managed end-to-end B2C & B2B enrolment funnels and lifecycle communication strategies across four university partners (USB-ED, WITS, GIBS, Coventry University) — supporting 12+ active programmes simultaneously.
- Executed targeted outreach and lead-nurturing sequences via Salesforce and HubSpot CRM — including a 7-email, 14-day automated nurture workflow — maintaining pipeline hygiene and tracking MQL progression.
- Built and maintained audience segments based on programme interest, engagement behaviour, and enrolment stage — personalising outreach to increase conversion across the prospect journey.

- Collaborated cross-functionally with programme managers, academic partners, and senior leadership across distributed teams — demonstrating structured async communication and self-directed project execution.

CERTIFICATIONS

- Email Marketing Certified — HubSpot Academy | January 2026
- Digital Advertising Certified — HubSpot Academy | March 2026
- CRM Data Integration — HubSpot Academy | May 2026
- AEO Fundamentals — HubSpot Academy | July 2026
- AI Tools Certification (ongoing) — Coursiv | April 2025 – Present
- Professional Diploma in Digital Marketing — Shaw Academy | March 2021 – March 2023
- Professional Diploma in Social Media Marketing — Upskillist | April 2023 – March 2024

EDUCATION

- BSc: Biomedical Sciences — Cape Peninsula University of Technology | February 2015 – February 2017

WORK STYLE & AVAILABILITY

Comfortable working async across time zones — daily written updates, structured weekly reporting, and clear documentation (SOPs, naming conventions, QA checklists) reduce the need for real-time oversight. Based in Cape Town (UTC+2 SAST); flexible for early or late blocks to overlap with US and UK-based teams.