

Hana Ortiz

HubSpot CMS & Marketing Automation Developer

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🌐 [LinkedIn](#) | 🌐 [Upwork Profile](#)

Professional Summary

HubSpot-certified CMS and Marketing Automation Developer with 15+ years of experience delivering high-performance websites, landing pages, and email campaigns. Specializing in theme-based HubSpot development, clean and scalable architecture, and empowering marketing teams with future-ready solutions. Former Deloitte consultant with strong functional + technical expertise bridging business needs with strategic technology implementation.

HubSpot Expertise

- HubSpot CMS Theme Development (Website pages,, blog systems, landing pages)
 - Custom & Core Module Development (WCAG-compliant, marketer-friendly)
 - HubSpot CRM, Emails, Forms, Workflows, Lists, CTAs, SEO Optimization
 - Marketing Hub Setup (email templates, segmentation, automation)
 - Site Migrations into HubSpot CMS
 - Integrations with Salesforce, Google Tag Manager, 3rd-party APIs
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Certifications

- HubSpot CMS for Developers – HubSpot Academy
 - HubSpot CMS for Developers II: Best Practices – HubSpot Academy
 - HubSpot Marketing Software Certification – HubSpot Academy
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Skills

Platforms & Tools: HubSpot, Salesforce Marketing Cloud, Pardot, Mailchimp, Constant Contact

CMS: HubSpot CMS Hub, WordPress (traditional & headless), Adobe Experience Manager, Joomla

Frontend: HTML5, CSS3, SASS/Less, Bootstrap, JavaScript, jQuery, AngularJS

Analytics & Tagging: HubSpot Analytics, Google Tag Manager, Adobe Analytics

Languages: PHP (basic), Python/Django, SQL, C/C++, Visual Basic

Professional Experience

Freelance HubSpot Developer

New York, NY | May 2015 – Present

- Built and maintained HubSpot CMS websites for marketing teams, agencies, and startups

- Developed custom themes, reusable modules, and optimized landing page systems using HubSpot's latest standards
- Migrated legacy sites into HubSpot CMS with fully editable templates and improved SEO performance
- Integrated HubSpot with Salesforce
- Created scalable systems empowering marketers to manage content without dev support

Senior Solutions Specialist

Deloitte | October 2021 – May 2025

- Served as functional and technical consultant across digital transformation projects
- Developed advanced automations in Automation Studio and designed customer journeys in Journey Builder using SQL and AMPscript.
- Delivered WordPress websites as a solo developer, including custom Gutenberg blocks, platform migrations, and both traditional and headless builds
- Collaborated cross-functionally to align MarTech implementations with business goals

Web Development Manager

EmblemHealth | Sept 2016 – Sept 2021

- Led large-scale web development initiatives, managing teams across CMS, frontend, and marketing
- Developed and deployed email campaigns and website enhancements via Salesforce Marketing Cloud
- Managed CMS infrastructure and third-party integrations, including HubSpot setup and lead flow

Hubspot Developer

Credibly | May 2015 – 2020

- Built internal and partner landing pages in HubSpot and Pardot
- Integrated HubSpot forms and workflows with Salesforce CRM
- Developed clean, mobile-first templates for web and email marketing
- Handled all tech setup for marketing tools including HubSpot portal configuration

Email Developer / Operations Manager

Track Entertainment | Oct 2005 – Jan 2015

- Designed and deployed high-volume marketing emails across proprietary websites
- Optimized delivery, segmentation, and performance of email campaigns for over a decade

Education

B.S. Computer Engineering – Silliman University