



VICENTE FRIAS

Automation & Growth
Marketing Manager

Automated Marketing & Growth Strategist with 8 years of experience in digital marketing, specializing in designing and implementing scalable hybrid Inbound and Outbound strategies within HubSpot to drive customer acquisition, conversion, and retention.

I specialize in integrating Artificial Intelligence (AI) into automated workflows to personalize campaigns, refine lead scoring, boost conversion rates, automate critical tasks, and maximize ROI.

Contact

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Tech Stack

- ✓ HubSpot Certified Specialist
- ✓ Breeze (HubSpot's AI)
- ✓ ActiveCampaign
- ✓ Apollo.io
- ✓ Zapier & Make (Integromat)
- ✓ OpenAI API & Claude en Workflows
- ✓ Google Analytics 4 (GA4)
- ✓ Looker Studio

Education

- **MASTERS / ARTIFICIAL INTELLIGENCE / UNIVERSIDAD ISABEL I & BIG SCHOOL / BARCELONA 2025-2026**
- **MASTERS / DIGITAL MARKETING & E-COMMERCE MANAGEMENT / UNED / BARCELONA 2017-2018**
- **MASTERS / MARKETING & SALES MANAGEMENT / RAMÓN LLULL UNIVERSITY / BARCELONA 2015-2016**
- **DEGREE / PUBLICIDAD Y RELACIONES PÚBLICAS / PONTIFICAL UNIVERSITY OF SALAMANCA / SALAMANCA 2011-2015**
- **DEGREE / AUDIOVISUAL PRODUCTION & CINEMATOGRAPHY / CINEMATOGRAPHIC STUDIES CENTER OF CATALONIA / BARCELONA 2007-2011**

Experience

- **CONTENT MANAGER / SOLID. AGENCY HUBSPOT PARTNER / BARCELONA / MAY 2021 - CURRENTLY**
 - **HubSpot Architecture & Inbound Operations:** Strategy and workflow design to maximize acquisition, nurturing, and customer lifecycle.
 - **Data-Driven Content, SEO & AEO:** Content roadmap design aligned with target KPIs to scale lead generation.
 - **Funnel Design & AI-Powered Lead Scoring:** Development of complex lead scoring models and automated funnels based on AI-generated predictive behavior models.
 - **Full-Funnel Analytics:** Analysis of metrics and full-funnel attribution dashboards to optimize ROI and reduce CAC.
- **MARKETING SPECIALIST / WORLD MASTERY / BARCELONA / SEPT 2020 - MAY 2021**
 - **Full-Funnel Copywriting:** Creation of strategic copy tailored to user intent at each stage of the funnel to drive conversion.
 - **Email Marketing Strategy:** Design of email sequences for acquisition, reactivation, and nurturing workflows aligned with strategic business objectives.
 - **Campaign Management:** Planning and monitoring of multichannel digital campaigns, maximizing cost efficiency and lead quality.
 - **A/B Testing & CRO:** Execution of tests and conversion rate optimization at critical touchpoints to enhance strategy performance.
- **MARKETING SPECIALIST / ÀRTIDI - HOME OF RETAIL INVENTORS / BARCELONA / APR 2017 - SEPT 2020**

Expertise

- Orchestration of workflows and hybrid Inbound/Outbound funnels.
- Advanced AI integration within automation workflows.
- Lead Nurturing: designing advanced Inbound and nurturing strategies.
- Lead Scoring and qualification model configuration.
- Smarketing and Revenue Operations (RevOps) alignment.
- Integration and connectivity via Webhooks and APIs.
- Lifecycle Marketing and customer funnel optimization.
- Dashboarding, attribution modeling, and BI reporting.



V I C E N T E F R I A S

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- Barcelona -

Dear Hiring Manager,

I am Vicente Frías, an **Automated Marketing and Growth Specialist** with **8 years of experience** in the digital marketing ecosystem.

Currently, I bridge the gap between **strategy, technology, and Artificial Intelligence** to accelerate **business growth**.

Throughout my career, I have evolved from content strategy into **technical architecture and the advanced optimization of hybrid funnels** (Inbound and Outbound), transforming passive databases into **automated engines for acquisition, nurturing, and conversion**.

My value proposition for your company focuses on:

- **Data Architecture and Synchronization:** Designing robust data models within HubSpot (Objects) to ensure seamless alignment between Marketing and Sales (Smarketing), while optimizing business response times (Speed to Lead).
- **Cutting-Edge AI Automation:** Leveraging advanced integrations with tools like **Clay** and **Large Language Models (OpenAI API or Claude)** within workflows to achieve hyper-personalized campaigns at scale and automated mass lead enrichment.
- **Hybrid Orchestration and Scoring:** Engineering interconnected logic flows (via **Make/Zapier** and **Webhooks**) that detect cold intent signals (**Outbound**) to trigger targeted content sequences (**Inbound**), powered by predictive **Lead Scoring** models.
- **Dashboarding and Business Attribution:** Configuring **advanced dashboards** and **attribution models** to trace the exact source of revenue, replacing vanity metrics with strict control over **ROI, CAC, and LTV**.

I am highly motivated by **agile ecosystems** that value **experimentation, technological innovation, and data-driven decisions**.

I would welcome the opportunity to discuss how my profile can drive value within your team.

Thank you very much for your time and consideration.

Sincerely,
Vicente Frías