

Dana Maarouf

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Current role	CRM & Automation Specialist at AB Marketing Group
Experience	B2B, Marketing, Agency, Artificial Intelligence, eCommerce, SaaS
Technologies	HTML, Hubspot, MailChimp, Zapier, monday.com, Klaviyo, SEMrush, Docusign, Shopify, Salesforce, JIRA, Trello, Confluence, Lusha, Miro, Airtable, Excel, Apollo, GSuite, Clearbit

Work experience

CRM & Automation Specialist, AB Marketing Group 

Jul 2025 - Present (10m)

B2B · Marketing · Agency

- HTML
- Hubspot
- MailChimp
- Zapier
- monday.com
- Klaviyo

- Owned end-to-end HubSpot CRM operations for a multi-client agency, ensuring data quality across a 26K+ contact database
- Built cross-platform automations and integrations using Make and Zapier to streamline workflows
- Served as operational counterpart to the sales team, developed SOPs, providing daily guidance on lead prioritization, CRM usage, follow-up cadence, and pipeline hygiene
- Managed email marketing campaigns for clients across e-commerce, accounting, and automotive dealership industries, owning segmentation, deployment, and performance optimization across HubSpot, Klaviyo, and GHL
- Developed a scalable onboarding process and managed client relationships and campaign delivery for email marketing accounts
- Coordinated with external vendors and internal teams (sales, design, web development) to align on lead routing, automation readiness, and campaign delivery
- Designed internal operations infrastructure including Slack workflows, automated reporting bots, and Google Forms-based systems to improve team accountability and data visibility
- Maintained and troubleshooted systems and integrations, diagnosing and resolving platform issues

Partnerships Coordinator, Taffi Inc. 

Sep 2024 - Mar 2025 (6m)

Agentic Commerce For Fashion
Artificial Intelligence · eCommerce

- SEMrush
- Docusign
- Shopify

- Assisted founders in identifying and onboarding partner brands, managing outreach tracking and partner communications

Sales & Marketing Operations, Mercaux

Apr 2023 - Sep 2024 (1y 5m)

Omnichannel retail SaaS platform

B2B · SaaS

Salesforce Hubspot JIRA Trello Zapier Confluence Lusha Miro

- Managed 500+ customer accounts and opportunities using Salesforce and HubSpot, creating 15+ customized reports and dashboards that reduced data cleanup time by 30%
- Generated and evaluated leads to improve pipeline conversion rates
- Produced weekly sales reports increasing pipeline visibility by 15%
- Collaborated with marketing team on targeted campaigns and content optimization strategies
- Organized 3 successful trade shows and virtual events resulting in over 50 qualified leads
- Leveraged Arabic fluency for market research and client satisfaction in the MENA region
- Maintained a 90% on-time completion rate for operational tasks

M&A Research Team Lead, Valsoft Corporation

Mar 2022 - Apr 2023 (1y 1m)

Acquisition of Vertical SaaS Companies

B2B · SaaS

Airtable Excel Salesforce Apollo GSuite

- Promoted after 8 months for strong performance in sourcing and analysis
- Led a team of 5 researchers, boosting qualified leads by 40% through performance management and quality control
- Owned recruitment cycle: sourcing, CV screening, interviewing, onboarding
- Designed and delivered training on market research and acquisition strategy
- Researched niche software markets using Apollo, Crunchbase, LinkedIn
- Maintained CRM accuracy in Salesforce and built owner outreach pipelines

Business Development Representative, Jahani and Associates

Jan 2020 - Mar 2022 (2y 2m)

Investment Banking

Hubspot Apollo Clearbit

- Managed high-volume outbound communications and supported senior executives in international client outreach and business development

Education

Lebanese University

Bachelor's degree in Economics Sciences

More about me

Languages

English, Arabic