

THOM EKERS

Contract HubSpot Solutions Architect

Solution Design | CRM Automation | QA & Risk Review | Process Improvement

UK-based | Remote / fractional contract support | US East Coast friendly

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PROFILE

Contract HubSpot Solutions Architect with agency-side experience across complex HubSpot portals, helping HubSpot agencies and client-side teams turn unclear or evolving requirements into practical, maintainable systems - especially where the risk sits in data behaviour, automation design, handover quality or customer-facing communication.

My value sits in the thinking before and during the build: clarifying the real outcome, challenging risky assumptions, simplifying overcomplicated approaches and translating decisions into implementation notes, QA criteria and developer-ready direction.

WHERE I ADD VALUE

Requirements clarity

Turn unclear briefs, stakeholder emails and inherited handovers into practical HubSpot architecture and delivery direction.

Solution design

Clarify objectives, constraints, customer journeys and system behaviour so teams build against the real business need.

QA & risk review

Challenge assumptions and identify data, workflow, handover or customer-facing issues before they become delivery problems.

Automation & CRM structure

Design, build and review practical CRM structures across workflows, properties, lists, forms, segmentation, routing and communications.

Developer-ready handover

Translate messy context into clear build guidance, QA criteria and implementation-ready direction for technical teams.

Senior delivery support

Support consultants, developers and senior stakeholders with sharper decisions, stronger review and added delivery confidence.

PROFESSIONAL EXPERIENCE

Contract HubSpot Solutions Architect | Scapetti Solutions | May 2026 - Present | Remote

Independent consultancy support for HubSpot agencies and client-side teams across solution design, CRM automation, QA/risk review and process improvement.

- Strengthens planned, active or inherited HubSpot work for agencies and client-side teams, clarifying solution design, safer CRM decisions, delivery review and practical handover across complex systems.
- Provides second-look support, overflow solution design, QA/risk review and hands-on implementation support where useful, without adding permanent headcount.
- Brings a creative-technical lens to HubSpot delivery, combining systems thinking, QA discipline and customer-facing judgement so complex work is easier to understand, maintain and trust.

Solutions Consultant & QA | Red Pegasus Group | Freelance contract | Nov 2022 - May 2026 | Remote

HubSpot partner agency delivery across solution design, CRM automation, QA/risk review, process improvement and technical delivery support.

- Delivered architect-level solution design across HubSpot client delivery, Enterprise-tier portals, CRM automation, QA strategy, process improvement and technical delivery support.
- Translated unclear client requests, stakeholder notes and internal call handovers into practical solution designs, build direction, QA criteria and implementation-ready tasks.
- Designed, built and reviewed HubSpot configuration across workflows, calculated properties, custom objects, association labels, forms, lists, imports, lead scoring, lifecycle/status rules, chatflows, reports, dashboards and customer communications.
- Proactively identified data risks, re-enrolment issues, dependency gaps, unclear requirements and customer-facing errors before they became delivery problems.
- Improved internal delivery through clearer task structures, review points, handover guidance and process improvements beyond HubSpot configuration alone.
- Mentored developers, consultants and junior team members on solution design, QA ownership, efficient build approaches and simpler, lower-risk implementation decisions.

SELECTED AGENCY CLIENT WORK AND TECHNICAL SKILLS

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SELECTED AGENCY CLIENT WORK

Global container storage and cold-chain solutions provider | Enterprise-tier HubSpot support, quoting and operational stability

- Acted as a trusted day-to-day technical point of contact for a complex Enterprise-tier HubSpot setup supporting 20+ country teams with varied requirements, languages, currencies and ways of working.
- Simplified country-specific deal creation and notification processes into cleaner global workflows, reducing duplicated work and making changes easier to manage centrally.
- Managed website and form transitions, workflow updates, reports, dashboards, customer communications, custom feedback surveys, Sakari messaging, translation and localisation requirements, property updates and wider HubSpot support with a focus on stability and low disruption.
- Shaped the logic for an earlier HubSpot-based quoting experience, including a custom in-portal quote UI component, validation rules, calculated elements and customer-facing email/quote presentation.
- Helped design and validate the later PandaDoc-backed quoting flow, translating website enquiry data into HubSpot deal and line item data with smart display rules so generated quotes displayed the right containers, accessories, rental requirements, currencies and customer-requested options.

Adventure & self-guided holiday operator | HubDB-supported email and custom module QA

- Contributed to HubSpot email work for travel brands, including HubDB-supported image handling and Design Manager/custom module QA across functionality, usability, presentation and client fit.
- Introduced a major adventure-travel account to Red Pegasus Group, strengthening the agency's travel-sector credibility and client portfolio.

Disney & family holiday travel agency | Salesforce Marketing Cloud to HubSpot migration review

- Reviewed and reworked inherited SQL-based marketing automation and segmentation rules during a compressed Salesforce Marketing Cloud to HubSpot migration.
- Translated complex SQL-driven rules into maintainable HubSpot lists and automation, helping preserve key customer communication rules while reducing future reliance on specialist SQL knowledge.

Luxury villa holiday specialist | Booking, segmentation and sales-channel CRM design

- Built and reviewed HubSpot configuration around bookings, future bookings, repeat-customer behaviour, lifecycle/status rules and scoring-style segmentation.
- Translated spend-based tiering, upgrade eligibility and Direct vs Trade sales distinctions into maintainable CRM structure supporting clearer segmentation, reporting and operational visibility.

Animal rescue & welfare charity | HubSpot simplification and calculated-property design

- Reworked an overcomplicated automation design into a simpler calculated-property approach that preserved the required outcome while reducing moving parts and future maintenance risk.
- Communicated the reasoning clearly to the customer, turning a high-maintenance design into a clearer approach that was easier to manage.

Additional agency-side experience: HubSpot support across corporate accommodation, transport & disruption management, global language services, workplace/facilities, and conferences & exhibitions.

TECHNICAL & DELIVERY SKILLS

HubSpot products & CRM architecture

Marketing Hub, Sales Hub, Service Hub, Content Hub/CMS tools, Data Hub / Operations Hub features, Smart CRM, HubDB, Design Manager and Enterprise-tier portal support.

CRM automation & data structure

Workflows, lists, forms, chatflows, calculated properties, custom objects, association labels, lifecycle/status rules, lead scoring, imports, segmentation, routing and ownership logic.

QA & delivery assurance

QA/risk review, re-enrolment behaviour, data/object checks, reporting and dashboard checks, acceptance criteria, developer-ready handover and mentoring.

Tools & platforms

PandaDoc, Asana, Microsoft 365/Teams/SharePoint, Miro, Toggl Track, Sakari, Zapier, Cloudflare, ChatGPT, Claude and Final Cut Pro in creative work.

PREVIOUS CREATIVE BACKGROUND

Before specialising in CRM and solution design, spent over 10 years as a professional freelance video editor and independent filmmaker, with client-facing work across commercial video, luxury fashion, music videos, short film and online content, including MCM Worldwide and Tony Bianco. That background strengthens CRM work through structure, timing, audience awareness, meticulous detail, visual judgement and customer-facing polish.

EDUCATION

MA, Cinematography and Post Production | University of Greenwich | 2011-2012

BA (Hons), Film and Television Studies | Aberystwyth University / Prifysgol Aberystwyth | 2008-2011