

STEPHEN BROWN

GTM ENGINEER | HUBSPOT ARCHITECT | REVENUE SYSTEMS BUILDER

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GTM engineer and HubSpot architect who builds revenue systems from the ground up. Experience includes CRM architecture, API integrations, workflow automation, data enrichment, pricing tools, and customer-facing applications. Comfortable owning the full process from system design and development through rollout and adoption.

CORE SKILLS

HubSpot & RevOps: Enterprise CRM architecture, custom objects, private apps, custom-coded workflow actions, lifecycle management, lead routing, pipeline design, and revenue reporting

Development & Integrations: Claude Code, JavaScript, REST APIs, Anthropic API, Google Distance Matrix, Duffel, authentication, payments, and data transformation

GTM Execution: Clay enrichment, lead generation, campaign automation, sales sequences, ICP qualification, personalization, pricing, and margin analysis

PROFESSIONAL EXPERIENCE

Engrain | PropTech SaaS

Head of GTM Engineering

Denver, CO | May 2026 - Present

- Lead GTM systems work across marketing and sales, including automated campaigns and sales sequences that move prospects from initial engagement to qualified pipeline.
- Built Clay enrichment and lead-generation workflows that give SDRs better account and contact data, support more personalized outreach, and cut qualification and research time by approximately 50%.
- Build and maintain CRM, enrichment, automation, and seller workflows used by marketing and sales.

MHD | Nationwide Occupational Health & Safety Services

Business Systems Manager & Strategic Operations Lead | RevOps Architecture / GTM Systems Engineering

Broomfield, CO | June 2024 - May 2026

Reported directly to the CEO as the sole systems and operations architect supporting \$7M+ in annual revenue; built the company's HubSpot-centered revenue and service infrastructure from the ground up without consultants or an internal engineering team.

- Architected the HubSpot portal from zero, scaling it to 7-8 custom objects, approximately 10 private apps, and 50+ custom-coded workflow actions spanning sales, service delivery, client data, billing, and operations.
- Designed and shipped a self-service customer portal in 30 days with Claude Code, HubSpot integration, authentication, payment and ordering workflows, and production-grade error handling - replacing a multi-quarter vendor engagement.
- Built an API-driven pricing engine that calculated service costs using external data sources, including Google Distance Matrix for mileage and Duffel for airfare, while supporting pricing and margin analysis by service line, client, and region.
- Converted highly disorganized legacy data into a structured import matrix with Claude-assisted transformation logic, then mapped it into the portal and HubSpot data model.
- Designed employee test-result tracking with protections for personal information; modeled each employee as a HubSpot custom-object record associated with the correct company.
- Automated the revenue pipeline from lead intake and qualification through service delivery and financial reporting, creating the company's first unified view of business performance.
- Built HubSpot workflows to qualify inquiries, evaluate ICP and behavioral signals, route leads, and trigger downstream actions, reducing manual SDR work and making lead handling more consistent.
- Created data-enriched sequences for cold-lead reactivation and customer expansion, and used Claude tools to automate recurring finance, operations, administration, and file-management work.
- Built and maintained integration architecture across CRM, field scheduling, document management, and financial systems; improved data integrity and closed revenue leakage caused by manual process gaps.
- Served as the CEO's primary analytical and systems partner for market entry, vendor selection, partnerships, resource allocation, and company-wide technology rollouts.

EARLIER EXPERIENCE

Anthony & Sylvan Pools | National Residential Pool Construction

Operations Analyst & Scheduling Lead

Charlotte, NC | Jan - May 2024

- Recruited by the regional VP to rebuild a collapsed scheduling operation; cut project turnaround by 1-2 weeks and restored visibility across 10+ locations.
- Coordinated contractors, vendors, and internal teams across overlapping construction projects while keeping field and office stakeholders aligned under competing priorities.
- Authored standardized inspection and compliance workflows that improved accountability and repeatability across multiple regions.

Total Quality Logistics | Global Freight Brokerage

International Account Representative

Charlotte, NC | Aug 2022 - Aug 2023

- Managed 25-50 concurrent international shipments weekly and owned margin accountability across complex multi-leg logistics.
- Coordinated customers, carriers, customs brokers, and internal operations while balancing competitive pricing with profitability targets.
- Built structured documentation and reporting systems that streamlined cross-functional communication and reduced handoff errors.

Anthony & Sylvan Pools | Multiple Cross-Functional Roles

Lead Generator | Sales Admin | Construction Scheduler

Charlotte, NC | May 2021 - Aug 2022

- Set a standing company record by scheduling 85 plumbing phases in one month; supported demand forecasting, purchasing, and resource allocation.
- Partnered with regional leadership across sales administration, construction scheduling, purchasing operations, and capacity planning.

EDUCATION & TECHNICAL DEVELOPMENT

- Project Management with Leadership Fundamentals Certificate - CSU Global | In Progress
- HubSpot Solutions Architecture: Enterprise CRM, revenue operations, custom-object design, private apps, workflows, and API integration
- Automation Engineering: Claude Code, Anthropic API, workflow design, retrieval, and tool-use patterns
- Self-directed technical development: JavaScript (ES6+), REST APIs, integration architecture, and financial modeling