

# MICHAEL FLANAGAN

HubSpot CMS Developer II Certified

[github.com/MFlanagan7](https://github.com/MFlanagan7) | [linkedin.com/in/michael-flanagan](https://linkedin.com/in/michael-flanagan) | [Portfolio](#)

## PROFESSIONAL SUMMARY

Certified HubSpot CMS Developer with 2.5 years of hands-on experience building and managing enterprise HubSpot implementations. Highly skilled with HubL templating, custom module development, and HubDB integrations, with sole responsibility for a complete website redesign on HubSpot CMS, building 20+ custom modules using HTML, CSS, and JavaScript, and migrating 250+ pages for a \$1.5B financial institution. HubSpot CMS Developer II certified with proven ability to integrate third-party APIs and build data-driven solutions within the HubSpot ecosystem.

## HUBSPOT EXPERTISE

**Platform Administration:** Technical Admin for enterprise account, CMS setup and configuration, user management, security

**Development:** HubL templating, Custom modules, Custom templates, HubDB CRUD operations, Design Manager, Theme development, HubSpot Forms, Smart content, Personalization

**Integrations:** RESTful API connections, Third-party data feeds, Custom functionality implementation

**Analytics & Optimization:** Analytics implementation, Performance monitoring, SEO optimization, Conversion tracking, A/B Testing

## TECHNICAL SKILLS

**Core Technologies:** JavaScript (ES6+), HTML5, CSS3, HubL

**Frameworks & Tools:** Git, Webpack, npm, Browser DevTools, HubSpot CLI

**Familiar With:** React, TypeScript, Tailwind CSS, Next.js, PHP, SQL

**Additional Platforms:** WordPress, MySQL databases

## PROFESSIONAL EXPERIENCE

### HubSpot CMS Developer (Technical Admin)

*Credit Union (\$1.5B, 230+ employees) | Oklahoma City, OK | October 2023 - Present*

- Serve as technical administrator for enterprise HubSpot CMS account, managing all aspects of platform configuration, security, and optimization
- Architected and executed complete website migration to HubSpot CMS as sole developer, consolidating 250+ legacy pages into optimized 150-page structure with improved performance and user experience
- Developed 20+ custom HubSpot modules using HubL, JavaScript, HTML, and CSS, creating reusable components deployed across 150+ pages
- Built 3 custom HubSpot templates optimized for different content types and conversion goals, enabling marketing team to create on-brand pages efficiently
- Currently developing RESTful API integration connecting third-party mortgage rate provider to HubSpot CMS, implementing dynamic data display through custom modules
- Created multiple HubDB CRUD tools enabling non-technical users to manage website data through custom interfaces, reducing developer dependency
- Provide technical insights on marketing automation workflows, contributing development expertise to campaign execution
- Implemented analytics tracking and reviewed weekly/monthly performance reports analyzing user behavior, conversion rates, and site performance metrics

- Optimized site performance through image optimization, code splitting, lazy loading, and HubSpot-specific best practices
- Collaborated with external design agency to translate designs into functional HubSpot implementations, managing freelance resources for content migration and testing
- Established technical documentation and development workflows specific to HubSpot platform, improving team efficiency and knowledge sharing

## Software Support Analyst

*MBS Textbooks | Remote | June 2022 - October 2023*

- Provided technical support for 5,000+ users across 800+ locations nationwide, managing 20+ business applications
- Developed internal knowledge base tool using JavaScript, HTML, and CSS to centralize team resources and improve support efficiency

## KEY HUBSPOT PROJECTS

### Enterprise Website Redesign & Migration

- Complete HubSpot CMS implementation: 20+ custom modules, 3 custom templates, 150+ pages
- URL structure optimization and content consolidation from 250+ to 150 pages
- Responsive design implementation with performance optimization

### Real-Time Mortgage Rate Integration

- Third-party API integration for dynamic rate display
- Custom HubSpot modules for data presentation and user interaction

### HubDB Management Tools

- CRUD interfaces enabling marketing team to manage website content independently
- Reduced bottlenecks and improved content update workflows

## EDUCATION

### Bachelor of Science, Computer Science (In Progress)

*University of Central Oklahoma | 2020-2023*

*GPA: 3.61 | Dean's Honors List | Honors Program*

*Completed coursework while working full-time*

### Associate of Science, Computer Science

*Oklahoma City Community College | 2017-2020*

*GPA: 3.33 | Honors Program*

## CERTIFICATIONS

- **HubSpot CMS for Developers II (Sep 2024)**
- HubSpot CMS for Developers (Mar 2024)
- Contextual Marketing, HubSpot (Oct 2024)
- Integrating With HubSpot I: Foundations (In Progress)
- Google Analytics IQ (Aug 2023, renewal pending)