

# MICHAEL FLANAGAN

Marketing Technologist & HubSpot Developer

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## PROFESSIONAL SUMMARY

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Marketing technologist and HubSpot CMS developer with 2.5 years driving digital initiatives at a \$1.5B financial institution. Combines hands-on HubL, JavaScript, and frontend development with marketing automation, analytics, and conversion optimization to bridge marketing and engineering teams. Integrates AI tooling (Claude, Claude Code, HubSpot Breeze) into daily development and content workflows to accelerate module delivery, marketing copy iteration, and campaign execution.

## TECHNICAL SKILLS

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**Marketing Technology:** HubSpot CMS Platform, HubL Templating, HubDB, HubSpot Breeze, Marketing Automation, Lead Generation, CRO, A/B Testing, Marketing Attribution, Email Marketing

**Languages & Frontend:** JavaScript (ES6+), HTML5, CSS3, HubL, Responsive Design, Accessibility (ARIA), Web Performance Optimization

**AI Tooling:** Claude, Claude Code, Claude Design, ChatGPT, OpenAI API, Perplexity, NotebookLM, Midjourney, Adobe Firefly, prompt engineering, AI-assisted development

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

**Tools & Platforms:** Git, HubSpot CLI, WordPress, MySQL, Node.js, npm, Webpack, Vite, Browser DevTools

**Analytics & SEO:** Google Analytics, Conversion Tracking, SEO Optimization, RESTful API Integration, Cross-browser Compatibility

## PROFESSIONAL EXPERIENCE

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### HubSpot CMS Developer (Technical Admin)

*Credit Union (\$1.5B Assets, 230+ Employees) | Oklahoma City, OK | October 2023 – Present*

- Serve as technical administrator for enterprise HubSpot CMS account, managing platform configuration, marketing automation, analytics implementation, SEO, and security.
- Architected and executed complete website migration as sole developer, consolidating 250+ legacy pages into an optimized 150-page structure with improved URL architecture, user experience, and conversion-focused design.
- Developed 20+ custom HubSpot modules and 3 custom templates using HubL, JavaScript, HTML, and CSS, leveraging **Claude and Claude Code** to accelerate HubL/JavaScript scaffolding, refactoring, and code review across the build.
- Currently developing RESTful API integration connecting a third-party mortgage rate provider to HubSpot CMS, implementing dynamic data display through custom modules for real-time rate information.
- Built HubDB CRUD tools and interfaces enabling marketing team members to manage website data independently, reducing developer dependency and accelerating campaign execution.
- Integrated AI tooling (**Claude, ChatGPT, HubSpot Breeze**) into daily development and content workflows for module debugging, marketing copy iteration, technical documentation, and analytics review.
- Implemented analytics tracking and produced weekly and monthly performance reports analyzing user behavior, conversion rates, and site performance metrics.
- Established Git workflows, technical documentation standards, and performance optimization practices (image optimization, code splitting, lazy loading), improving team efficiency and site performance.
- Collaborated with external design agency and stakeholders to translate creative direction into functional, performant HubSpot implementations while maintaining brand standards.

## **Software Support Analyst**

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

- Provided technical support for 5,000+ end users across 800+ Barnes & Noble campus bookstore locations nationwide, resolving issues across 20+ business applications.
- Developed an internal knowledge base application using vanilla JavaScript, HTML, and CSS as a single-file solution under infrastructure constraints, improving team response time and consistency.
- Performed network troubleshooting and Microsoft systems administration on escalated technical issues.

## **EDUCATION**

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

*University of Central Oklahoma | 2020 – 2023 | Honors Program, Dean's Honors List*

Completed coursework while working full-time.

### **Associate of Science, Computer Science**

*Oklahoma City Community College | 2017 – 2020 | Honors Program*

## **CERTIFICATIONS**

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- HubSpot CMS for Developers II (September 2024)
- HubSpot CMS for Developers (March 2024)
- Contextual Marketing, HubSpot (October 2024)
- Google Analytics IQ (August 2023)