CATALIN AVARVAREI

HubSpot CMS & CRM Developer | Web Development | RevOps Focus

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SUMMARY

Web Developer with 10+ years of experience across HubSpot, WordPress, and frontend implementation, including 6+ years working with HubSpot. Experience includes custom CMS modules and templates, HubDB solutions, WooCommerce websites, and responsive interfaces built from Figma designs.

Hands-on HubSpot CRM experience includes properties, pipelines, workflows, reporting, permissions, record customization, and migration-related configuration. Currently expanding into Revenue Operations, building on this experience through training and practical work in lifecycle management, data quality, lead qualification, and process alignment.

EXPERIENCE

02/2015 - Present

Bucharest

Founder & Web Developer — HubSpot, WordPress & CRM

Duo Design Advertising

- Deliver HubSpot CMS and WordPress websites, including custom modules, templates, responsive layouts, and flexible content-management features.
- Translate designs into functional interfaces using HTML, CSS/SASS, and JavaScript.
- Support HubSpot CRM configuration, including workflows, reporting, and record customization.

10/2025 - 07/2026

HubSpot CRM & Integration Developer

DataArt

- Supported a Salesforce-to-HubSpot migration through CRM configuration and migration-related implementation tasks.
- Configured properties, pipelines, workflows, reports, user access, and record customization to support sales and marketing processes.

12/2023 - 06/2026

HubSpot CMS / Frontend Developer

ApprovalMax

- Developed HubSpot CMS pages and reusable modules from Figma designs using HubL, HTML, CSS/SASS, and JavaScript.
- Built interactive pricing functionality with currency selection, monthly/yearly billing toggles, organization-count controls, and synchronized pricing updates.
- Created responsive components with flexible editing options for the content team.

09/2022 - 10/2025

Berlin, Germany

HubSpot CMS / Frontend Developer

charles

- Developed custom HubSpot CMS modules, templates, and landing pages using HubL, HubDB, HTML, CSS/SASS, and JavaScript.
- Built a Resource Hub combining blog content and HubDB data, with search, filtering, pagination, spotlight content, and asynchronous content loading.
- Integrated HubSpot APIs through Cloudflare Workers to retrieve and normalize content while keeping API credentials outside the browser.
- Supported CRM configuration, including properties, pipelines, workflows, and reporting.

11/2022 - 09/2023

Bucharest, Romania

Frontend Developer

Adapta Robotics

- Built and maintained responsive WordPress layouts, reusable sections, and custom website components.
- Contributed to a subscription-based React application through UI component development, frontend updates, and ongoing maintenance.

03/2021 - 09/2022

Bucharest, Romania

WordPress Developer

Roweb

- Developed custom WordPress themes and responsive layouts using Bootstrap and SASS, with reusable components and maintainable styling.

EXPERIENCE

06/2020 - 03/2021
Bucharest, Romania

Frontend Developer
Orange

- Built responsive frontend templates using Hugo, HTML, and SASS, supporting website performance, SEO, and ongoing maintenance.

07/2018 - 06/2020
Bucharest, Romania

WordPress Developer
creatif

- Built WordPress websites using Elementor, Oxygen, ACF, CSS, and JavaScript, with flexible content structures and responsive layouts.

09/2015 - 06/2018
Bucharest, Romania

HubSpot CMS Developer
Correct Webex Solutions SRL

- Migrated and rebuilt 350+ customer websites and blogs in HubSpot CMS.
- Recreated existing designs and content structures using HTML, CSS, jQuery, and HubL templates.

04/2014 - 02/2015
Bucharest, Romania

Graphic Designer & OpenCart Developer
SCV Media Promotions SRL

- Created print and digital design assets and customized an OpenCart website, including page layouts and product presentation.

11/2013 - 04/2014
Bucharest, Romania

WordPress & OpenCart Developer
Happy Advertising Romania

- Developed and maintained WordPress and OpenCart websites, including frontend customization, feature updates, and technical troubleshooting.

01/2013 - 08/2013
Bucharest, Romania

WordPress Developer
CBN IT Business Solutions

- Built and customized WordPress websites through theme customization, plugin integration, and responsive interface implementation.

SKILLS

HubSpot & CRM

HubSpot CRM | **Workflows** | **Pipelines** | **Properties** | **Reporting** | **Custom Objects** | **Custom Cards** | **UI Extensions**

CMS Development

HubSpot CMS | **HubL** | **HubDB** | **WordPress** | **ACF** | **Custom Themes & Plugins** | **WooCommerce**

Frontend & Web

HTML5 | **CSS3** | **JavaScript** | **Next.js (project experience)** | **Tailwind** | **Responsive Development** | **Design-to-Code**

Integrations & Development Tools

REST APIs | **Cloudflare Workers** | **Node.js** | **Git** | **Figma** | **SEO Implementation** | **AI-Assisted Development**

EDUCATION

01/2008 - 12/2011

Marketing/Marketing Management - Coursework Completed
Universitatea „Spiru Haret” din București

09/2004 - 06/2008

Economics
Costin C. Kirițescu High School

CERTIFICATIONS & TRAINING

HubSpot CMS for Developers
HubSpot Academy

HubSpot Reporting Certified
HubSpot Academy

Data Integrations Certification
HubSpot Academy

Service Hub Software Certified
HubSpot Academy

Learn React
Codecademy

Fundamentals of digital marketing
Google

Integrating With HubSpot I: Foundations
HubSpot Academy

Revenue Operations
HubSpot Academy

Super Admin Bootcamp
HubSpot Academy

Learn JavaScript
Codecademy

Figma UI UX Design Essentials
Udemy

Google AI Essentials
Google