

Sophia Lopez

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PROFESSIONAL SUMMARY

Hands-on B2B marketing and partnerships professional with end-to-end ownership of partner marketing, multi-channel campaigns, and sales enablement across SaaS and fintech. HubSpot CRM and marketing automation specialist skilled at translating technical product information into clear, commercially focused messaging that drives pipeline; works confidently with senior stakeholders, including direct collaboration with the CEO on partner-facing content.

CORE COMPETENCIES

Partner Marketing & Enablement • Multi-Channel Marketing Campaigns • Sales Enablement (Decks, Sell-Sheets, FAQs) • Case Studies & Customer Testimonials • Webinar Production & Event Coordination • Press Releases & Corporate Communications • Competitive Intelligence • Client Communications • HubSpot CRM & Marketing Automation • B2B SaaS / Fintech / Technology

PROFESSIONAL EXPERIENCE

ASCENT PLATFORM

Apr 2024 – Mar 2026

B2B SaaS fintech delivering AI-ready solutions to U.S. banks and credit unions.

Strategic Partnerships Manager

Sep 2025 – Mar 2026

- Architected automated podcast infrastructure in HubSpot for lead tracking, post-episode workflows, and biweekly newsletter distribution, partnering directly with the CEO to develop the podcast as a lead-generation and community-building channel.
- Launched two LinkedIn video newsletters achieving 444 and 346 subscribers respectively, sustaining 40%+ email open rates through A/B testing and data-driven content optimisation.
- Built centralised HubSpot dashboards and custom reports tracking deal KPIs and historical sales trends, eliminating information silos and enabling real-time pipeline visibility for cross-functional team meetings and senior leadership reviews.
- Developed customer case studies and testimonials by creating interview scripts, conducting interviews, and drafting content highlighting quantifiable success metrics that informed engineering priorities and strengthened sales team messaging.
- Delivered “Secret Shopper” competitive intelligence programme using FI Navigator: built commercial target lists, audited prospect digital account opening experiences, and produced benchmark analyses in customised presentation decks for sales teams and prospects.
- Produced press releases announcing new partnerships, supporting external corporate communications.

Marketing and Design Associate

Aug 2024 – Sep 2025

- Partnered with Product and Engineering to translate complex technical features into compelling client-facing sales assets — decks, sell-sheets, and a comprehensive FAQ library built from sales meeting transcripts — reducing internal support requests and enabling sales to self-serve on technical product information.
- Led multi-channel marketing campaign with industry advisor to validate mortgage point-of-sale market opportunity — coordinating data collection across stakeholders, producing all campaign collateral (Premiere Pro video, Figma/Illustrator design), and generating qualified sales leads.
- Coordinated and executed U.S. client-facing events including luncheons and conferences; produced Zoom webinars for sales teams and partners (averaging 20+ registrants per event), managing the full event lifecycle from HubSpot campaign execution to attendee administration and moderation.
- Grew LinkedIn following from 650 to 1,475 (127%) in one year through strategic content calendar management, performance tracking, and targeted engagement with industry stakeholders and media contacts.
- Reduced development team dependency by independently learning JavaScript and HTML to update website code directly, enabling rapid iteration on marketing content.

Digital Marketing and Design Intern

Apr 2024 – Aug 2024

- Established a scalable podcast management system using Google Sheets, creating standardised workflows for content publishing, cross-platform distribution, and task tracking to ensure consistent delivery timelines.
- Produced press releases and website articles to support corporate communications and external messaging.

THE NUTCRACKER CHRISTMAS SHOP

Aug 2023 – Apr 2024

Product Designer

- Designed commercial line of 65 Scottish-themed ornaments now sold wholesale across 3 UK retail locations; transitioned design workflows from PDF to scalable SVG, improving production accuracy and version control.

EDUCATION

University of St Andrews

2019 – 2024

MLitt Management (Merit), 2023–2024 • MA (Hons) International Relations & Social Anthropology (2:1), 2019–2023
MX Business Programme Certificate • 1st Class Marketing Group Project (Marivate) • Social Innovation Sprint 2024

TECHNICAL SKILLS

CRM & Marketing Automation: HubSpot (Pipelines, Dashboards, Workflows, Campaign Reporting), Google Analytics

Design & Content: Adobe Creative Cloud (Illustrator, Photoshop, Premiere Pro, After Effects), Figma, Canva

Data & Web: Microsoft Excel (Advanced Formulas, Pivot Tables), PowerPoint, Word, SQL, JavaScript, HTML, FI Navigator