

# Felix Tejlund

MARKETING OPERATIONS |  
BUSINESS OPERATIONS

## Details

Barcelona  
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## Links

[tejlund.com](http://tejlund.com)  
[LinkedIn](#)

## Skills

### TOOLS & TECHNICAL

HubSpot  
Marketing Automation  
AI Agents & Automation  
n8n  
RevOps  
Lead Scoring & Lifecycle  
Attribution  
Data Analysis  
MarTech Stack

### STRENGTHS

Solutions-Oriented  
Analytical  
Organized & Structured  
Communicative

## Languages

Swedish  

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English  

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Spanish  

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## Profile

Marketing/RevOps and CRM specialist with 5+ years building automations, workflows, and full-funnel tracking that actually work, for both startups and established businesses. I currently lead AI adoption across marketing and sales operations, designing the systems and automations that turn manual processes into scalable ones.

A strong marketing and sales generalist at heart, I pair strategy with hands-on technical execution to align teams and make data turn into action.

## Employment History

### Marketing Operations Specialist, Keystone Education Group

AUG 2025 – PRESENT

- Lead AI adoption across marketing and sales operations, driving the strategy and building the automations that turn manual processes into scalable systems
  - Support the marketing team with campaign setup and automation, providing data insights that sharpen targeting and guide decisions
  - Equip the sales team with performance reporting, inbound management, and pipeline visibility
  - Build end-to-end lifecycle tracking in HubSpot to support management reporting and surface operational bottlenecks
  - Act as the single point of connection across marketing, sales, and operations
- *Cut 30+ labour hours per week through optimised processes, dashboards, automations, and AI*
- *Significantly increased marketing's involvement in the sales and conversion process*

### Marketing Operations, Brickken

JUN 2024 – JUL 2025

- Architected and owned the company's MarTech and CRM backbone, selecting and integrating the tools the entire revenue org relied on
- Led CRM strategy across HubSpot's Marketing and Sales Hubs, spanning automation, contact management, campaign execution, and full-funnel performance analysis
- Drove a wide range of operations projects end to end, scoping each need, selecting the right tooling, and rolling it out across the team
- Designed lead scoring and routing that streamlined sales handoffs and improved lead quality
- Built nurturing and lifecycle automation that reduced CPL and lifted conversion and sales efficiency
- Established reporting and attribution that turned funnel data into decisions for leadership

### Head of Marketing, Brickken

JUN 2023 – JUN 2024

- Scaled a new marketing department from the ground up, hiring and managing employees and contractors
- Built the growth engine behind the team: data-driven strategies backed by the tracking and measurement to optimise them continuously
- Grew lead generation by 300% and drove a 500% increase in token value

### Marketing Associate, Brickken

JUN 2022 – JUN 2023

- Launched the company's go-to-market and brand from scratch, establishing the marketing procedures and GTM strategy ahead of product launch
- Created and executed the marketing plan that generated \$250K+ in token sales from 1,000+ investors, owning the full customer journey end to end

### Operations Analyst (Internship), Brickken, Barcelona, Spain

AUG 2021 – JUN 2022

- Established HubSpot from scratch for the marketing and sales departments, laying the operational foundation for the company's early growth
- Helped structure the business during the product development phase, implementing the first internal processes and workflows

## Additional Experience

### Lecturer, Nuclio Business School, Barcelona, Spain

AUG 2022 – AUG 2023

- Taught introductory classes in a Master's in Blockchain & Cryptocurrencies

### Support Manager, Fortnox, Växjö, Sweden

JUN 2020 – AUG 2021

- Managed a support team helping accounting firms use our SME accounting software

## Education

### MBA in Digital Business, EU Business School, Barcelona, Spain

AUG 2021 – AUG 2022

### Bachelor in National Economics & Statistics, Linnaeus University, Växjö, Sweden

AUG 2017 – JUN 2020