

# Dr Julian Hooper

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Portfolio: [spinify.julianhooper.me](http://spinify.julianhooper.me) | [linkedin.com/in/julianhooper](https://linkedin.com/in/julianhooper) | Australian Citizen

## PROFESSIONAL SUMMARY

Results-driven B2B marketing leader with 15+ years' experience spanning agency and in-house roles across medical, SaaS, and technology sectors. As Managing Director of a certified HubSpot Partner agency, delivered full-funnel growth strategies including paid acquisition (Google Ads, LinkedIn), SEO, marketing automation, and demand generation — with measurable pipeline and revenue outcomes. Expert-level HubSpot practitioner with 10+ end-to-end implementations. Hands-on executor across Webflow, analytics, and AI-augmented marketing. Now seeking to focus this breadth of multi-sector B2B expertise on accelerating growth for a single high-potential SaaS product.

## CORE COMPETENCIES

HubSpot (Sales, Marketing, Service)	Google Ads (Search, Display, Shopping)	Webflow Design & Development
B2B Demand Generation & ABM	SEO / SEM / Content Strategy	LinkedIn Campaign Manager
Marketing Automation & Lead Nurture	GA4 / Attribution & Reporting	Email Marketing & Cold Outreach
Full-Funnel Campaign Strategy	Landing Page & CRO Optimisation	AI-Augmented Marketing Workflows
Sales Enablement & GTM Strategy	Budget Management (up to \$20k/mo)	Cross-Functional Stakeholder Mgmt

## EXPERIENCE

### Fluidic Agency — Managing Director & Founder

Jul 2017 – Dec 2025

Remote, Australia

Founded and led a B2B growth marketing agency serving medical, SaaS, and enterprise technology clients. Built a team of 12, operating as a certified HubSpot Solutions Partner delivering full-funnel marketing strategy, execution, and technology implementation.

- Delivered 10+ end-to-end HubSpot implementations across Sales, Marketing, and Service Hubs — including technical and CRM setup, workflow automation, lead scoring, lifecycle stage management, and custom reporting dashboards
- Managed paid acquisition campaigns across Google Ads and LinkedIn, with monthly budgets up to \$20k, driving measurable pipeline growth for B2B clients
- Developed the Growth Accelerator™ framework — a repeatable GTM methodology combining market analysis, demand generation, and marketing technology integration
- Designed and built client websites across Webflow, WordPress, and Shopify over a 25+ year web career, with structured data, integrated SEO strategies (on and off-page) as a core deliverable across all web projects
- Built multi-stage lead nurture workflows in HubSpot for B2B clients, incorporating behavioural lead scoring and automated MQL-to-sales handoff
- Led B2B cold outreach campaigns for medical industry clients, building brand awareness and generating qualified sales opportunities through targeted email sequences
- Managed agency operations, client relationships, and a multidisciplinary team while maintaining hands-on delivery across strategy, campaigns, and technology
- Developed trusted relationships with international specialists (designers, developers, copywriters, media buyers) — proven collaborators available to scale quickly when a project demands it

## SELECTED CLIENT ENGAGEMENTS

### Blister Prevention — Paid Acquisition & Demand Generation

Medical / Healthcare | Google Ads (Search, Display, Shopping), SEO, Email

Led a full-funnel paid media program for a healthcare brand in a highly competitive consumer space. Through structured A/B testing, strategic audience segmentation, and continuous bid optimisation, delivered consistent year-on-year growth — achieving over 10x overall revenue growth across the engagement and transforming the client's digital channel from supplementary to primary revenue driver.

### Procept — Enterprise Account-Based Marketing

B2B Technology | HubSpot, Multi-Channel Campaigns

Implemented ABM strategy targeting high-value enterprise prospects. Integrated HubSpot with the broader martech stack for seamless marketing-to-sales handoff. Achieved 150% increase in qualified pipeline through coordinated demand generation and sales enablement initiatives.

## Argenti — Rebrand, Repositioning & GTM

*Data & Application Architecture | Webflow, HubSpot, LinkedIn, Google Ads*

Repositioned a Sydney-based technology company from IT/MSP services into a specialist data and application architecture firm.

Delivered complete rebrand, Webflow website, HubSpot CRM setup and training, community building, sponsored event support, ABM outreach, list building, and demand generation across LinkedIn and Google Ads — with ongoing support.

## Meksi — SaaS Campaign Strategy & Execution

*SaaS | Campaign Strategy, Digital & Print*

Led campaign strategy and implementation across digital and print channels to promote SaaS products to key audiences. Managed website development and multi-channel marketing initiatives to drive awareness and pipeline.

## Beacon Medical — GTM Strategy & Execution

*Medical Cannabis / Healthcare | HubSpot, Webflow, Content Strategy*

Developed foundational marketing strategy for Beacon Medical Australia (subsidiary of VIVO Cannabis) entering the Australian market under strict TGA advertising restrictions. Delivered persona development, TGA-compliant digital platform, HubSpot CRM integration, and gated content hubs for patients, practitioners and pharmacists. Platinum dotComm award for website.

## MUN — Campaign Strategy & Microsites

*B2B Technology | Landing Pages, Campaign Execution*

Designed and executed targeted campaign programs including purpose-built microsites and landing pages, driving lead capture and pipeline for specific product lines and market segments.

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## Point of Care Diagnostics — Sales Executive → Marketing Manager

2008 – 2017

*Sydney, Australia*

Progressed from field sales to marketing leadership at an established medical device supplier, building foundational B2B marketing expertise across the healthcare sector.

- Led marketing of the full product portfolio including brand strategy, sales collateral, digital campaigns, and website management
- Managed field sales of medical devices, developing deep understanding of B2B healthcare buying cycles, stakeholder mapping, and clinical decision-making
- Built expertise in medical industry compliance, product positioning, and channel marketing that later informed agency work with healthcare clients

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## EDUCATION

<b>PhD (Analytical Chemistry)</b>	University of Hull, UK	2004 – 2008
<b>PG Dip (Education)</b>	University of Hull, UK	2004 – 2007
<b>BSc Hons (Chemistry, 2.1)</b>	King's College London, UK	1998 – 2001

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## CERTIFICATIONS & PARTNERSHIPS

- **HubSpot Solutions Partner** — Certified agency partner
- **HubSpot Academy** — Inbound Marketing, Marketing Software, Sales Software, Content Marketing
- **Google Analytics** — GA4 proficient

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## TOOLS & PLATFORMS

• HubSpot (Marketing, Sales, Service)	• Google Ads	• LinkedIn Campaign Manager
• Google Analytics (GA4)	• Webflow	• WordPress
• Shopify	• Figma	• Mailchimp
• SEMrush	• Photoshop	• Illustrator
• Canva	• ChatGPT / Claude / AI tools	• HTML/CSS
• JavaScript	• Ruby on Rails	

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## REFERENCES

Available on request