

# Margo Sultenfuss

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## PROFESSIONAL EXPERIENCE

**Product Designer / HubSpot** **May 2015 - August 2018**

- Drove product strategy, design, and beta program for HubSpot's new Facebook Messenger and Bots tools
- Active member of the Design Systems team, owning component and pattern creation and upkeep for the design team
- Significantly decreased monthly support cases and customer cost to business through iterative design changes
- Led the design and launch of Instagram integration tool, coordinating Boston and Dublin based teams
- Decreased churn and raised retention rates of users in Social tools throughout customer lifecycle
- Spearheaded department wide effort to restructure software navigation based on customer research and analytics
- Contributed to HubSpot's product rebranding
- Mentored newly hired designers during onboarding process

**Web developer and designer / Freelancing** **2013 - 2015**

- Coordinated with an agency to implement full-site redesigns and create marketing assets for clients
- Designed and developed website assets sold on HubSpot's Marketplace

**Technical Consultant, Senior Technical Consultant / HubSpot** **October 2013 - May 2015**

- Advised enterprise customers on implementing software suite and integrating with pre-existing business systems
- Managed projects and coordinated tasks between client teams (IT, Product, Marketing)
- Delivered on-site consulting and workshops
- Taught ongoing product and technical training sessions to our account management and sales teams

**Support Engineer, Senior Support Engineer / HubSpot** **August 2012 - October 2013**

- High performance in solving customer related technical issues, breaking record at ~600 cases a month
- Advised customers in creation and management of marketing campaigns, design, and overall product knowledge
- Pioneered internal program for training and managing Support Engineers; first escalations manager for enterprise users

## PHILANTHROPY

**Cofounder, President, Board Member / The Gift of Food** **2001 - 2015**

- Founded a student-run charitable organization aiding local food bank
- Raised \$175,000 for the purchase of food and established endowment fund currently containing \$200,000
- Managed 30 students, organized 3 fundraising events with 4,500 attendees

## EDUCATION

**Washington University in St. Louis / 2012**

BA in Biology, Minor in Anthropology

**Parsons School of Design / 2018 - 2020**

Master's of Strategic Design and Management

## STRENGTHS

User experience    Strategy

User research    Cross-team collaboration

Illustration    Team leadership

Visual design    Product innovation