# RAPHAEL NAPOLEON ATIKPO

Marketing Operations & Automation Specialist
Ghana | Open to remote
Email | LinkedIn | Portfolio

## PROFESSIONAL PROFILE

Marketing Operations Specialist with practical experience building tracking, attribution, and automation systems on GA4, GTM, HubSpot, and Make.com - including consent-compliant tracking architecture, multi-touch attribution modeling, and self-maintaining reporting pipelines designed to hold up under audit.

## SKILLS

- Marketing Automation & Workflow Design
- Lifecycle Stage Design & Lead Scoring
- Dashboard & Reporting Architecture
- Multi-Touch Attribution Modeling
- Root-Cause Problem Solving
- Process Documentation (SOPs)
- Consent-Compliant Tracking
- CRM Data Hygiene

## WORK EXPERIENCE

### Freelance Marketing Operations Specialist – Remote [2023 - 2025]

Responsibilities

- Marketing Automation and Technology
- Lead Management and Scoring
- Marketing Analytics and Reporting
- Campaign Operations and Execution
- Marketing Data Management
- Sales and Marketing Alignment
- Process Optimization and Testing

## EDUCATION

BTECH Agricultural Engineering [2020 – 2022]
Ho Technical University, Ho

HND Agricultural Engineering [2017 – 2020]
Ho Technical University, Ho

## TOOLS & CERTIFICATION

HubSpot Reporting Certification [Verify Certificate]
HubSpot Marketing Hub Software Certification [Verify Certificate]
Google Analytics 4 Certification [Verify Certificate]
Google Tag Manager [Verify Certificate]
Data Studio [Verify Certificate]
Make.com