



# DANIEL SZALOCZI

## Operations | Implementation | Strategy

Experienced Revenue Operations lead with a passion for building efficient, scalable systems that support growth across marketing, sales, and customer success. I specialize in CRM automation, data quality, and cross-platform integrations, helping teams work smarter through clean processes and aligned strategies. With a strong background in managing complex tech stacks and improving lead management workflows, I bring a hands-on approach to solving operational challenges. Comfortable CRM systems like Salesforce or HubSpot, I focus on turning data into action and ensuring RevOps is a strategic driver within the business.

## CONTACT

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## CERTIFICATIONS

### SALESFORCE:

- Certified Administrator
- Platform App Builder
- Sales Consultant

### MICROSOFT DYNAMICS

- PL-900 Power Platform

### HUBSPOT

- Architecture: Data models and APIs
- Data Integrations
- Salesforce Integrations
- Platform Consulting
- CMS for Developers
- Marketing Software
- Sales Software
- Contextual Marketing
- Marketing Hub Implementation

## SKILLS

- Analytical & problem-solving mindset
- Project & time management
- Adaptability in communication
- Creative & innovative attitude
- Teaching and advisory skills

## LANGUAGE

English / German / **Hungarian**

## RELEVANT EXPERIENCE

### Revenue Operations Lead | 04.2024 - present

#### WebPros

- Contributed to a significant year-over-year revenue increase by optimizing revenue operations and enhancing CRM efficiency.
- Led a GDPR compliance and cost-efficiency initiative, eliminating a large volume of non-addressable contacts from the CRM, resulting in substantial storage cost savings over a multi-year contract.
- Replaced a costly, externally maintained custom integration with a free middleware tool (Hightouch) for Salesforce–BigQuery synchronization, achieving considerable annual cost savings.
- Designed and launched a win-back campaign using a custom HubSpot–Cleverbridge integration, directly contributing to notable annual revenue growth.
- Improved the synchronization between HubSpot and Salesforce, leading to a substantial increase in qualified partner leads for further conversion.
- Implemented and tailored Gong for Sales and Service teams, enabling better engagement tracking and developing a custom Salesforce reporting framework to surface actionable insights.

### Head of CRM, Marketing Automation Specialist | 02.2022 - 04.2024

#### Kkvision GmbH.

- Led a team of three CRM experts, overseeing projects and ensuring alignment with client goals.
- Developed automated marketing workflows for clients, optimizing email campaigns, lead scoring, GDPR compliance, and data cleansing.
- Implemented and maintained CRM integrations (Salesforce–HubSpot, Zapier, HubSpot Private Apps), improving data flow and automation.
- Designed advanced dashboards in HubSpot and Salesforce, delivering insights for individual clients.
- Provided CRM consultation and training to 15+ clients, ensuring effective system usage and integration strategies.
- Supported daily CRM operations across 6+ business units, managing complex user permissions and data integrity.

## Education

Semmelweis University, Diploma of Education, Conductor teacher