

WHY I'D LOVE TO WORK FOR

HUBSPOT

Hoping To Inbound My Way To HubSpot

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(Hopeful)



A Publication of



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INTRODUCTION

I love the culture, the people, and the products HubSpot produces, and even more, I love the mission of HubSpot.

PREFACE: Q & A

Q: Are you willing to move to Cambridge?

Sure am! One of the greatest opportunities about working at HubSpot is about being surrounded by brilliant talent.

Q: Why are you looking to leave your current job?

I want to work for an organization that loves customers as much as I do. My experience has taught me that companies that love the customer will succeed. **HubSpot Loves Their Customers.**

Q: What separates you from everyone else?

#1 I was asked if I wanted a job by @MarkKilens.

#2 I won TWO inbound tickets from HubSpot (one by **Kipp Bodnar** (ask him about it! or read here!) for my website Hubspotters.com and another by **Laura Fitton** for sending her an ebook on why I deserved the ticket).

#3 The eBook will explain more. If not, how many eBooks have you received from applicants?

CHAPTER

1

The Fit

It's About the Fit

HUBSPOT

Why would I make a good fit?

My training, education, and current work focuses on content creation, SEO, SEM, social media marketing, blogging, landing pages, marketing analytics, inbound sales, lead nurturing (we are doing that now :), and much, much more.

Add my knowledge of Inbound Marketing with my love for teaching and customers, we get:

- **Passion** about empowering HubSpot customers with the knowledge and skills to transform their marketing
- **Commitment to creating marketing** that people love.
- **Able to take complex marketing and technical concepts and** distill them into bite-sized pieces that novice inbound marketers can understand.
- **A motivational public speaker** that can get people extremely excited and ready to take what they learn and do it. (I taught public speaking at a local college)
- **I am not afraid of words like:** 301 Redirect, .htaccess, disavowing links, DNS, API, HTML5, CSS, PHP, or Javascript (okay, maybe I am a little afraid of javascript, but I am learning it now! *Putting the Humble in the HEART.)
- **I've been a customer before.** I understand where customers are coming from. Any chance I get, I help people understand difficult concepts on my blog: elioverby.net

CHAPTER

2

The Knowledge

KNOWLEDGE

HubSpot

Let's Let the Data Speak:

By the end of the year, using Inbound Principles, I will have increased our company's sales and project to reach half a million in B2B and 2M in B2C.

*I can help your customers because I've been there. I've needed to learn Inbound quickly to "get it to work".
I've worked in Small Business too!*

INBOUND A JOB?

“

@markkilens I proudly display my inbound certification on my site <http://elioverbey.net/> Thanks for all you and your @HubSpotAcademy do!

- @EliOverbey 21 Oct

@elioverbey Our pleasure! You want/need a job. :-)
DM if you have any interest.

- @MarkKilens 21 Oct

”

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HEART

HEART

HUBSPOT

Humility

Effective

Adaptable

Remarkable

Transparent

“

I'll be the first to admit, I don't know everything, but I can learn it fast. In fact, I've taught myself in many areas (including front end development).

H

“

I can get stuff done. I am resourceful and just start doing.

E

“

I enjoy change. I know that with inbound marketing, if your are not constantly changing and learning, you are not doing it well.

A

“

I hope to be smart, creative, and resourceful. **If I can't do that in a job application, will I ever be able to do that at work?**

R

“

If we are being open and honest: I love to cook.

T

MOST EMPLOYERS SPEND

7 SECONDS

LOOKING AT A RESUME

I think we have surpassed that now. Mark, (and @GoodmanRE, @ChrisLoDolce, @sbedrick, etc) I'd love to work with you. I already follow and learn from you on Twitter.

SET UP INTERVIEW TIME?