

ANTONIN CRESTOIS

Solutions Architect · CRM, AI & systems design
Singapore

crestois.com

antonin.crestois@gmail.com

github.com/antomanto

linkedin.com/in/antonin-crestois

About

Solutions architect who translates complex business goals into scalable HubSpot deployments — custom object models, system integrations, workflow automation, and AI-enabled processes.

Experience

Associate Solutions Architect

Nov 2025 – Present

HubSpot · Enterprise SaaS · Singapore

- Delivered a featured customer outcome highlighted in Solutions Town Hall after starting work with the customer in March: re-covered credit utilisation to 558% in April and sustained 416% in May, with the solution saving ~4.8K hours and ~A\$135K annually.
- Led AI adoption and optimisation for an upmarket customer increasing usage from 14% of original credit allocation to 955% baseline in one month helping to drive an expansion of 50x of the original allocation; the motion sourced new deals for the customer achieving ~3,500x return on credit spend.
- Lead discovery with customers to clarify priority business problems, map current-state friction to a future-state architecture, and produce phased implementation plans with quick wins and measurable outcomes.
- Design scalable HubSpot solution blueprints across custom object models, system integrations, workflow automation, reporting, and AI-enabled processes for ~30 upmarket accounts.
-

Partner with CSMs on complex strategic accounts to stabilise adoption and unlock long-term platform expansion through improved lifecycle visibility, segmentation, and reporting architecture.

Trophy recognition

2026 Solutions Top Performer (JAPAC) — Named JAPAC/global Top Performer three months running (March, April, May 2026) for customer engagement volume and credit uplift/utilization.

Senior Product Expert

May 2024 – Oct 2025

HubSpot · Enterprise SaaS · Singapore

- Act as technical lead (DRI) for enterprise customer escalations, diagnosing complex platform and integration issues impacting renewals and expansion.
- Surface recurring platform issues and customer needs to Product teams, influencing improvements that impact the broader HubSpot customer base.
- Quantify business impact of regional product gaps by consolidating customer feedback, usage data, and support insights, helping prioritise platform investments.

Trophy recognition

HubSpotlight Annual Global Winner — 2024 — Recognized as the year's top PE performer with 1,673 issues triaged across 2024.

Trophy recognition

HubSpotlight Bi-Monthly, Most Jiras Triaged — Jul+Aug and Nov+Dec 2024.

Product Expert

Jul 2022 – May 2024

HubSpot · Enterprise SaaS · Singapore

-

Provided advanced technical troubleshooting on CRM architecture, integrations, APIs, and automation, helping customers resolve complex operational challenges.

- Exceeded JIRA triage and resolution targets while improving customer satisfaction and response efficiency.
- Led proactive collaboration between Support and Engineering, accelerating resolution of high-impact platform issues.
- Championed product improvements by consolidating customer feature requests, internal roadblocks, and support data into cohesive business cases with clear use cases and ROI impact.

Senior Customer Support Specialist

Apr 2022 – Jul 2022

HubSpot · Enterprise SaaS · Singapore

- Consistently exceeded CSAT and productivity targets while supporting high-volume enterprise customer interactions.
- Known for resolving technically complex issues through structured troubleshooting and root-cause analysis.

Customer Support Specialist

Mar 2021 – Apr 2022

HubSpot · Enterprise SaaS · Singapore

- Identified upsell opportunities during frontline interactions, escalating SQLs for Sales follow-up.
- Consistently exceeded KPIs (Growth Champ, Numbers Superstar, Spotlight Award) while balancing volume and quality.
- Designed and delivered onboarding training in HTML, CSS, HubL, and JavaScript, enabling ~20 new technical hires to ramp faster.

Digitize Intern

May 2019 – Dec 2019

Mindshare · Media Agency · Singapore

- Managed SEM and social media campaigns for Dyson accounts from JAPAC.
- Conducted budget pacing and weekly reporting, providing insight and recommendations to optimise campaigns.
- Assisted in automating reporting process, cutting down monthly reporting time by 50% across 13 markets.

Recognition

HubSpot Fellows (2025)

Selected for HubSpot's Fellows program.

JAPAC Monthly Top Performer

Won 10 of 12 months from June 2024 to May 2025 for highest issue volume triaged in JAPAC.

Side projects

crestois.com

Personal site for resume, project work, and technical articles.

Foundations

Singapore Management University

Bachelor of Business Management (Marketing)

Singapore · Aug 2016 – May 2020

Stack — JavaScript, React, Next.js, HTML/CSS/HubL, Cursor, Codex CLI

Platforms — HubSpot CRM, Salesforce, Shopify, Stripe, Snowflake, AWS S3

Tools — GitHub, Jira, Grafana, Google Analytics, Facebook Ads, Glean

