

## SENIOR MARKETING AUTOMATION CONSULTANT

### Summary

I am a passionate and technically-skilled marketing automation consultant, committed to building trusted relationships with clients, vendors, colleagues, and people who dream big. My mission is to empower modern marketers and organizations to achieve success, innovation, and business value through marketing automation and technology.

My background includes a unique and diverse mix of experience in both corporate and independent/small business settings, creating a well-rounded and distinct blend of strengths including creative, strategic, analytical, optimization/process, communication, and hands-on production.

### Highlights

- Digital marketing
- Systems integration
- Database management
- Complex problem solving?
- Cross-functional collaboration
- Innovative?
- Enthusiastic team player
- Strong written and verbal communicator
- Detail-oriented
- Passionate

### Experience

Senior Marketing Automation Consultant 09/2014 to Current Company Name City , State

Focused on delivering Best Practices, Product Education and Configuration to marketing and sales organizations to ensure that their investment in marketing technology is maximized. Provide advisory and support to a variety of organizations including PwC, Vision Service Plan, TD Ameritrade, Tyco, and Parker Hannifin.

#### Responsibilities include:

- Evaluate client needs and develop strategic marketing automation roadmap and solutions that fit business requirements
- Implement marketing technologies with Eloqua including: On24, CVENT, Citrix, WebEx, Salesforce, Siebel, Oracle Sales Cloud, Twitter, Relationship ONE and other various 3rd party systems
- Develop custom subscription management centers to support global business requirements
- Build custom Insight reports to perform greater analysis of Eloqua data
- Develop automation testing efforts for Eloqua, Salesforce, and other integrated technology platforms
- Design and build complex programs and solutions within Program Builder for managing data cleansing, contact duplication, API data imports, lead routing systems, lead scoring programs, and subscription management
- Define and implement QA Processes, procedures, workflows, and develop documentation for internal sharing
- Build complex multi-step campaigns and marketing assets including: Custom Data Objects, dynamic content, emails, and segmentation
- Develop testing strategy for continuous improvement and optimization
- Provide marketing technology best practices, advisory and training to Marketing and Sales organizations

Marketing Automation Manager 10/2011 to 09/2014 Company Name City , State

Contributed to the growth and development of Integrated Marketing programs and initiatives as sole Power User for the Eloqua platform. Led the planning, design and execution of marketing automation programs and projects for continuous improvement while driving sales and marketing effectiveness throughout the funnel.

#### Responsibilities include:

- Day-to-day management of the Eloqua platform including Salesforce integration and lead management programs
- Develop and implement process improvements and workflows to improve efficiency
- Collaborate with cross functional teams to develop, execute and test marketing campaigns/assets
- Implement and promote email best practices including A/B Testing, segmentation, dynamic content and data cleansing to increase email and campaign engagement
- Support web development team with web content auditing and asset management
- Ownership of email marketing analytics and reporting including: Report creation, monitoring Database health, tracking effectiveness and efficiency across all campaigns, and hosting regular sessions to update stakeholders on campaign performance against KPI's and best practices
- Assist with implementation and training of new marketing technologies and services

Marketing Programs and Events Intern 05/2006 to 10/2011 Company Name City , State

Responsible for setting the direction and overseeing successful execution of Marketing strategy, member programs and events.

#### Responsibilities include:

- Develop programs focused on community outreach, parent and member communications, student registrations, member recruitment, training events, and staff/facility management
- Areas of project management include: budgeting, scheduling, vendor and venue due diligence, contract negotiations, catering selection, and entertainment and dÃ©cor
- Responsible for contracts management and driving membership, including account renewals and program sales; Increased year over year membership contracts by 30%
- Support accounting department where responsibilities include monthly invoicing, updating account receivables in billing system, and expense

balancing; Increased on-time payment rates by 60%

#### Education

Modern Marketing Luminary Certification : 5 Tenets of Modern Marketing 2015 Oracle Marketing Cloud Academy City , State , United States

B2B Oracle Eloqua Masters : Marketing Automation 2013 Eloqua University City , State , United States

Bachelor of Arts : Communication Studies 2011 San Francisco State University City , State , United States

#### Accomplishments

- Markie Awards Judge for Modern Marketing Experience 2015
- Expert speaker for Eloqua University Education sessions during Modern Marketing Experience 2015
- Fourth Princess titleholder in the 2014 Miss Chinatown U.S.A. Pageant
- Achieved Black Sash ranking in Shaolin Kung Fu by recommendation of the Yee's Martial Arts Examining Committee, 2010

#### Skills

- Advanced Eloqua product knowledge and experience
- Strong working knowledge in Salesforce.com implementation
- In depth knowledge in project planning and leading marketing automation teams and projects from ground zero
- Expertise in developing guidelines, best practices, and training in automation tools
- Very strong in managing system integration projects with third party vendors
- Instrumental in managing multiple projects simultaneously
- Excellent communication, analytical, and problem solving skills with proven ability to interact well with end users, peers, and senior management
- Affinity for logic and working independently; Proactive, self-sufficient, and self-motivated