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Summary

As a digital marketer my responsibilities encompassed strategies around areas such as SEO, SEM, social media, and content marketing to reach target audiences online. I have an extensive background in lead generation and nurturing, data analysis and data-driven decision making (dashboards/reporting), data segmentation (personalization), marketing automation, email marketing, brand positioning, UX, CX (testing) and design.

When I transitioned to a new role at Accenture I had the privelege of leading my practice's marketing efforts and building a tech stack/tech solutions to help us operate more efficiently, fill in gaps with our marketing, and implement a marketing automation solution and strategy to help with lead acquisition and client retention.

As a marketing automation engineer, I worked for one of Accenture's largest clients in Microsoft. The engagement was to help build its marketing automation model, campaigns, segmented audience, automation rules, triggers, and journeys.

The experience I gained from my role at Accenture led me to a leadership position as the Marketing Technology Director for a small consulting firm. I had the opportunity to engage with several clients spanning multiple industries to help solve their MarTech needs ranging from CRM installations, dashboards, and constructing complex tech stacks.

Now fully entrenched in Marketing and other business solutions, I began to focus on Salesforce and the various Clouds it offers to become a certified expert with a level of expertise to implement entire CRMs or stand up instances of Marketing Cloud, Pardot, Data Cloud, etc.

As a senior-level consultant, I advised on the strategic use of these tools, optimizing marketing processes for clients. Additionally, due to my background in digital marketing, I combined marketing and technical skills to become a valuable asset.

Now, as a Salesforce Marketing Cloud App Architect at Blue Cross Blue Shield, I help architect and lead marketing and sales technology engagements, ensuring client systems accurately meet the defined expectations and objectives of the business and provide best practice guidance to the users.

My responsibilities are to ensure sound integration, data, and business architecture design throughout all stages of the project lifecycle. I also lead design and development of proof-of-concepts as well as architecture design in Marketing Cloud.

Lastly, I provide oversight and governance of best-practice standards and frameworks for our users/business partners within the Marketing Cloud system and integrated Martech stack.

Experience

Salesforce Governance & Administration Consultant
Health Care Service Corporation

Oct 2022 - Present
This position supports the Salesforce Platform Strategic Enablement (SPSE) team's enterprise administration and governance group across a platform of 10 Salesforce orgs and their child environments. Salesforce security and risk reduction are paramount concerns; as well, enabling foundation for high performance production orgs. This position works across teams to manage Salesforce platform administration applications and to engage with architecture, business, application development, and application support teams. within that context, the Salesforce enterprise governance and admin consultant will be assigned a matrix of primary and secondary responsibilities for a group of Salesforce orgs and its applications. The Salesforce enterprise governance and admin consultant will generally be assigned the more complex orgs and the more critical platform concerns. the salesforce enterprise governance and admin consultant should be able to independently monitor and execute the team's governance and administration plan.
Responsibilities
*Support Salesforce business and development Portfolios with guidance on both corporate governance compliance and Salesforce best practices. This will include but isn't limited to Salesforce perimeter security, operational access to environments, monitoring and auditing compliance, assessing org health and advising on best practices for improving org performance, and assessing org health and preparing portfolios for coming Salesforce releases
* Support business continuity activity around Salesforce backup, archival, and recovery.
*Support of a Salesforce DevOps culture focused on the strategic metrics of a) reducing time to deploy, b) increasing frequency of deployment, c) reducing failure rate per change, and d) decreasing time to recover from Production failure.
* Advise and support less experienced members of the SPSE Team
* Salesforce feature administration and AppExchange support
* Tri-Annual SF Release Planning and Support

Senior Salesforce and Pardot Consultant
SpringML, Inc.
Apr 2022 - Oct 2022 (7 months)
As lead Salesforce Pardot Architect and Consultant I managed Salesforce CRM and Pardot implementations and consulted clients on best practices.

• Designs and implements Pardot solutions for clients.
• Trains and supports clients on their use of Pardot and Salesforce.
• Communicates with clients to provide excellent customer experiences.
• Coordinate with multiple team specialists for integration, development, data services, and 3rd party tools.
• Manages time and prioritizes projects effectively to ensure all clients are receiving prompt and professional attention.
• Offer technical expertise in Pardot and other Salesforce products and services.
• Utilize excellent client service skills and the ability to work through issues until resolution.

Senior Marketing Technologist - SFDC
ROI·DNA
Sep 2021 - Apr 2022 (8 months)
I work closely with ROI DNA clients to build and implement new instances of Salesforce throughout a diverse set of organizations, helping to stand up marketing automation platforms, build marketing tech-stacks that increase efficiency, connect various systems, focus on utilizing technology to drive

growth, capture and analyze data, and digitally transform each firm to meet the cutting-edge marketing technology needs of today.

Director Marketing Technology
Dorn
Mar 2020 - Mar 2021 (1 year 1 month)
Partner with clients to design, execute and manage demand creation campaigns across marketing automation, website and tech/CRM platforms.

Work closely with various client and firm departments including consulting, technology, digital, creative and project management to build, automate and monitor successful multi-channel demand creation campaigns.

o Create and maximize demand strategies, campaigns and measures to support and grow client revenue growth initiatives
o Manage and assist in developing all elements of multi-channel demand campaigns, including audience segmentation, full-funnel nurturing, direct, email, website integration and analytics
o Drive strategy and ongoing improvements in campaign optimization, testing and customer experience using all available tools
o Develop campaign standards and processes
o Build, deploy and monitor automation campaigns
o Identify and optimize segment profiles and populations
o Segment database to build the most impactful campaign lists
o Build test frameworks to continually improve campaign metrics
o Develop dashboards for KPIs
o Work closely with firm teams and clients to plan campaign cycles and monitoring KPIs

Marketing Lead and Automation Engineer
Accenture
Jan 2017 - Jan 2020 (3 years 1 month)
During the latter portion of my time at Accenture, I consulted on behalf of one its largest clients in Microsoft as a Marketing Automation Engineer.

Prior to joining the Digital Organization, I led all marketing efforts on behalf of Accenture Academy. With over 300 clients and a 30 year track record, Accenture Academy remains one of the firm's most successful L&D practices.

My responsibilities included planning, guiding, developing and executing on a new digital sales channel strategy in support of revenue growth.

In creating an entirely new digital experience on behalf of the brand, Accenture Academy now utilizes a demand generation strategy guided by automation, lead nurturing, and several other digital tactics.

The role also required a highly collaborative approach as I worked cross-functionally to achieve alignment with Sales, Account Management, Product, IT, and the corporate marketing organization - bringing consistency to communications, sales, and awareness efforts. Additionally, I acted as PM to set agreed upon expectations, roles, timelines and budget - ultimately creating cohesiveness and understanding among the team.

Lastly, I owned the internal marketing function with the goal of increasing visibility internally throughout Accenture, supported and enhanced sales efforts internally and externally, and supported similar efforts with Accenture clients.

Senior Manager, Digital Marketing

ShopperTrak

Mar 2015 - Dec 2016 (1 year 10 months)

From online lead-gen, to building targeted data segments and nurturing tracks, my role was responsible for leading the organization's overall digital strategy. My work included web design and optimization, email marketing, SEO/SEM and implementation of additional global marketing strategies and tactics across ShopperTrak's products and services to drive brand preference, engagement and conversion. I focus heavily on driving results based on complex data analysis with the ability to provide specific recommendations to the company's leadership on an ongoing basis.

Digital Marketing Manager

CCC Intelligent Solutions

Jul 2012 - Mar 2015 (2 years 9 months)

Responsible for creating the company-wide digital strategy while managing day to day operations of digital tactics including website/e-commerce, social media, SEO/SEM, email marketing, video production, as well as overall content creation and distribution. Additionally, I acted as chief brand evangelist while helping oversee company-wide rebranding efforts, which included the design and implementation of industry leading website.

Director, Web and Social Media Marketing

Chicagoland Chamber of Commerce

Jan 2010 - Jul 2012 (2 years 7 months)

I supported the Chamber's brand and mission through strategy development and the highly targeted, integrated and efficient execution of conventional, online and social media marketing.

In this role, I was directly responsible for the development of the robust Chamber website and social media outlets. Through established processes, I ensured all information was up to date, monitored and consistently improved while examining online analytics and creating/implementing strategies to increase web traffic.

This role had been vital to the growth Chamber's brand and mission and quickly became an important face of the organization along with other key senior roles. Through the development and implementation of online content, the Chamber generated new revenue streams, awareness and targeted a new demographic of members where there was little presence prior.

As a direct result of my integrated marketing strategy we were able to see increases in our social following by approximately 300%.

Foundation Program Manager

Chicagoland Chamber of Commerce

May 2008 - Jan 2010 (1 year 9 months)

My duties in this role were focused on developing and implementing various programs and initiatives aligned with the Chamber Foundation's mission.

The Foundation is a separate charitable organization which created independent programming around promoting innovation to increase economic development in the region.

The majority of my role as Program Manager dealt with creating and implementing programs from scratch and also measuring the success of these programs.

I created & launched marketing tools such as new brand, website, social media, advertising and online marketing strategies for the Foundation.

I developed and implemented programs and initiatives aligned with the organization's goals and marketing objectives.

I helped write media/PR releases, and large-scale grant proposals (secured $300,000 in grants within one year, 2009). Through grants secured we were able to commission the nation's first OECD Study as the lead partner (personally listed within the acknowledgements of the study).

I launched a new, Statewide initiative called InnovateNow, which helped businesses implement innovation-based solutions.

Government Relations Coordinator
Chicagoland Chamber of Commerce
Aug 2006 - May 2008 (1 year 10 months)
My primary role was to share legislative information with members as well as study and report how it would affect each business. I was tasked with creating reports on the legislation at hand and presented/ marketed to the members. My role also included forming and managing relationships with businesses that were current Chamber members.

I analyzed & presented legislative reports and other relevant material and how certain policies would directly affect the members of the Chamber.

I utilized targeted email marketing to communicate with niche audience and provide up-to-date and resourceful information.

I worked directly on large legislation, such as the Big Box Ordinance, and directly helped build campaign and marketed around the Chamber's stance for its members on this particular piece of legislation.

Education

DePaul University
B.A., Political Science and English
2002 - 2006

Licenses & Certifications

Google Ads Search Fundamentals 2 - Google

Google Ads Display Fundamentals - Google

6Sense Academy - 6sense

Drift Conversational Marketing - Drift

Marketo - Adobe Marketo

Hubspot - HubSpot

Salesforce Certified Administrator (SCA) - Salesforce
Issued Mar 2023 - Expires Apr 2024
Renewed from 2022 Certification

Salesforce Pardot - Salesforce

Google Analytics - Google

Salesforce Certified Marketing Cloud Social Specialist - Salesforce

Salesforce Admin Bootcamp by Brainiate Academy - Brainiate
38601588772801

Salesforce Marketing Cloud Administrator - Salesforce
Issued May 2023 - Expires May 2024

Salesforce Marketing Cloud Consultant - Salesforce
Issued Dec 2023 - Expires Dec 2024
7990537289

Skills

Subject Matter Experts • Platform Architecture • Application Architecture • Solution Architecture •
Salesforce Administration • Marketing Operations and Automation Engineering • Data Visualization •
Lead Generation • Marketing Technology • Demand Generation